

**THE ROLE OF SOCIAL MEDIA IN CREATING
POLITICAL AWARENESS AMONG
THE DELHI WOMEN**

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CANDIDATE DECLARATION

I hereby declare that the work which is being presented in the thesis, entitled “The Role of Social Media in creating Political Awareness among the Delhi Women” in fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Journalism and Mass Communication and submitted in Department of Mass Communication, Galgotias University, Greater Noida is an authentic record of my own work under the supervision of Dr. Bhawani Shankar (Assistant Professor, Department of Mass Communication, Galgotias University)

The matter embodied in this thesis has not been submitted by me for the award of any other degree of this or any other University / Institute.

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This is to certify that the above statement made by the candidate is correct to the best of our knowledge.

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ABSTRACT

Almost all social movements in countries with high internet access rates discuss social media's role. Social media have become a free and highly effective means of reaching large audiences for political purposes. The way we live has changed a lot because of social media. It has changed how we talk to each other, share personal photos and videos, and look at and talk about news about daily life, politics, sports, markets, and much more on the Internet using computers, tablets, cell phones, etc. Recent trends show that the number of people using social media has increased significantly.

This study sought to find out the role of social media in creating awareness on the political issues among women in Delhi. The major Research Questions in the proposed study is to find Is there any difference in political knowledge between working women and non-working women?, How social media is contributing as an important medium for creating awareness and knowledge sharing? and How much time do women spend on social media to get political information? To find out all these answers following objectives have been taken- 1.To study the role of social media in bringing political awareness among women. 2. To determine the level of political awareness among women on social media. 3. To find whether there is a gap in the level of political awareness between working women and non-working women?

In this Study Researcher applied “Uses and Gratification theory” that points how users gratify their needs. Unlike traditional media, which gives users limited choices, this new media offers new options, and this theory helps define users’ needs and achieve gratifications. The study used a convenient sampling technique to deliberately select a specific population for study. The study had a target population of women with a sample size of 330 respondents were used in data collection. This research found many things- The Majority of the surveyed women accepted the statement that social media use contributes to their political knowledge. According to this research there is a high level of political awareness among working women in comparison to non-working. Thus, the researcher found that social media is influencing and increasing political awareness among the Delhi women.

Keywords: *Political Awareness, Social Media, Working Women, Non-Working Women*

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CHAPTER 1

INTRODUCTION

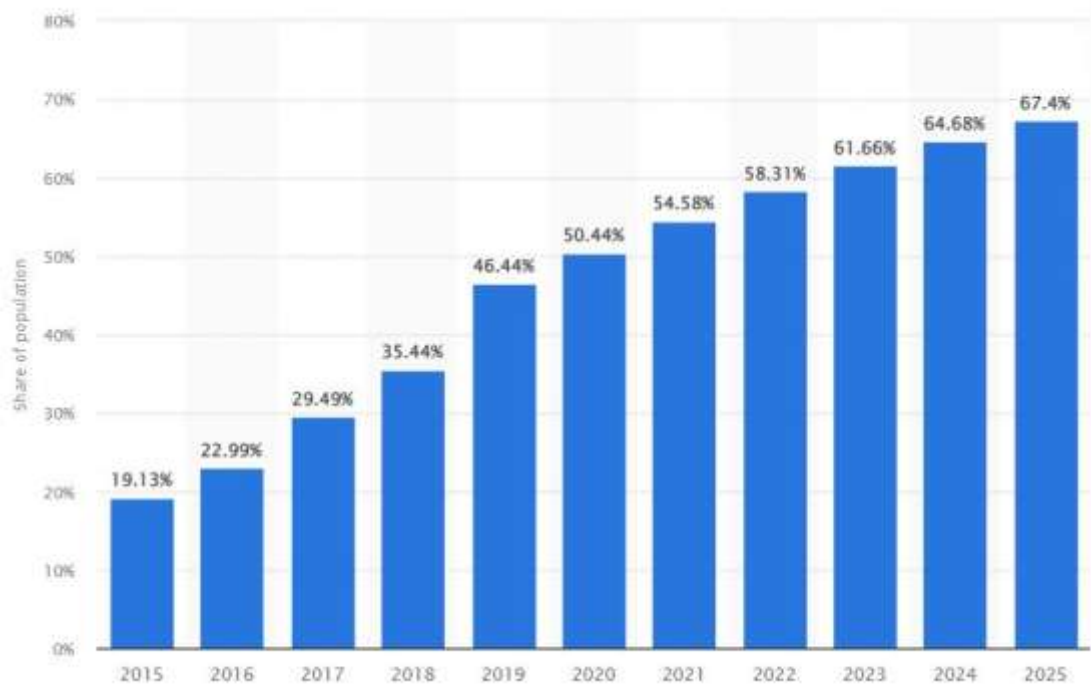
At this time, the social media involvement is being investigated in practically all of the popular changes taking place in Nations with high extent internet accessibility. The social media has evolved into a free and incredibly powerful tool for political outreach. The Social media networking is expand because of the rapid development of technology. In reality, many academics agree that using of social media to spread awareness among the general public. The social media like Facebook, Twitter, WhatsApp, and YouTube Influence our mind when the terms "social media" and "social networking site" are employed. Online networking sites are being used more frequently due to the quick transition from a local to a worldwide environment. It gives them a stage to assert themselves opinions, disseminate information, and advance digital knowledge. Political communication describes the quick and effective channels of information flow between politicians, the general public, and journalists. This frequently moves from upper political administration to lower levels and individuals. However, it works upward in the case of input or opinion from the general population to the government. Politicians utilize a political communication approach to change the public's attitudes, perspectives, awareness, beliefs, and behavior toward political matters. Party leaders influence voters through various political communications, particularly during elections.

Political awareness is the capacity of a person to learn and have knowledge of politics by perception, logic, or intuition (Sasikala & Francisca, 2017).

K. Singh (2016). Political awareness is a branch of political science that aims to measure and explain the factors that shape a person's political awareness, opinions, and degrees of political engagement.

The introduction of social media has resulted in a profound shift in how we live. It has reformed how we communicate with one another, share personal photos and videos, view and review the various topics of daily life, politics, sports, markets, and a great deal more through the use of various devices such as computers, tablets, and cell phones, etc. on the Internet. It has also reformed how we share personal photos and

videos. According to the most recent trends, it has been noticed that the amount of time people spends using social media has greatly increased.



(Source: www.statista.com)

Figure-1.1 Usage of Social Networks in India

More than 50% of Indians had access to social networks in 2020. It has been predicted that 67 percent of the population will use social networks by 2025. With more than 239.65 million active users, India is the country with the greatest Facebook audience size. To put this in perspective, India would have the third-largest population worldwide if its Facebook audience were a nation.

In July 2022, Facebook had the largest traffic of all the social media sites in India, with a traffic share of about 58 percent. Since March 2019, when it reached almost 90%, the social media firm has regularly maintained a high page traffic share in India. With traffic shares of roughly 5% and 3.2% during that time, respectively, Instagram and YouTube lagged far behind.

New opportunities abound in social media. Social media has evolved into a free and incredibly powerful tool for political outreach. Using social media to inform and motivate individuals in novel ways alters the nature of political communication. Users

can interact with politicians and campaign managers directly and participate in politics in novel ways.

Making an informed decision requires having a solid understanding of politics. Citizens can express this decision by supporting the candidates and policies they deem most appropriate.

Political information is the best overall measure of political awareness, but it also includes political activity, media exposure, interest in politics, and education. It isn't easy to overstate the value of political understanding for voting engagement.

Democratic citizens ought to be somewhat knowledgeable about the political system they use to cast ballots and choose their representatives.

Political awareness, according to previous studies, has their components: political attentiveness, political knowledge & political comprehension.

On the other hand, Solhaug et al. provide a separate explanation of the assessment of political awareness in another part of this book, political knowledge is frequently used as an indicator of political awareness. The primary objective of this research is to investigate the effect women's use of social media has on their political awareness. The use of social media has shown to be an efficient method for bringing issues about women's rights to the notice of a wider audience, sparking demonstrations in cities worldwide, and pressing legislators to expand their commitments to promoting gender equality. After 17 general elections since independence, women's voting turnout, which was 67.18% in the 2019 LS ballot, finally exceeded that of men, who was 67.01%. There were 900 million eligible voters in the country as of the 2019 National Election Commission Report, 468 million male and 432 million female. The fact that 15 million voters in the most recent 17th Lok Sabha elections (2019) were first-time voters between 18 and 19 is a major trend. In comparison to the 464 male members of parliament (85.61%), only 78 women MPs, or 14.39%, were elected to the parliament in 2019.

Because women percentage has gradually increased when it comes to voting. so, we want to know and develop an understanding that is there some awareness being created among women in context of politics or if it's there then is its social media responsible for that or some other media.

1.1 Social Media

Since social media depends on inputs from interaction, cooperation, and sharing of co-created or original information, the word "social media" is frequently used to describe large-scale collaborative media creation and sharing. In other words, social media are forms of online communication in which users can freely create content and engage with one another. The days of waiting for the news to start or for the newspaper delivery person to show up are a thing of the past. All you need to do to stay current on world happenings is sign up for your preferred social media network. We can customize our news and information discovery experiences to exactly what we like to see, which is another advantage. Simple platforms were where social media first started to evolve.

There has been a radical change in the kind and amount of information available. GeoCities was one of the first social networking services, which made its debut in November 1994. Classmates.com followed it in December 1995, and SixDegrees.com in May 1997. Social media comes in various forms, each with unique characteristics and purposes.

The following are some general characteristics of social media:

- ▶ Everyone interested in a topic can contribute and comment via social media. It is not easy to distinguish between media and audience.
- ▶ As a result, each person becomes a media source unto themselves, with the capacity to, among other things, demonstrate their abilities, impart their knowledge, and express their thoughts.
- ▶ The majority platforms of social media welcome participation and criticism. They encourage commenting, passing information. The content is rarely password-protected or otherwise difficult to access and use. Nevertheless, some websites now permit users to view the articles with certain restrictions on leaving comments.
- ▶ Leveraging connections to other websites, information, and people is a crucial characteristic that helps them to retain engagement.
- ▶ Discussion: social media allows for two-way contact, unlike traditional media. Social media enables people to express themselves through text, images, and video, as well as engage in one-on-one encrypted private chats.

- ▶ social media allows for the quick establishment and communication of networks. To express and justify their doubts on a variety of problems, groups around the world come together around similar interests like a love of exploration, a political issue, a favourite TV show, business development or promotion, fan clubs, and many more.

The following are some Social Media traits:

- ▶ User accounts: A social media site's users' ability to create accounts and login is a reliable sign of social involvement. Without a user account, you could not contact other internet users or share information.
- ▶ Profile pages: It is typical for people to have a page that serves as their online identity. For instance, it contains the user's name, picture, biography, most recent posts, and other details about them.
- ▶ Friends, fans, and groups: Users communicate with one another through their profiles and subscribe to particular data kinds.
- ▶ Personalization: Social networking services [SNS] frequently let users edit their settings and profiles, group their contacts, manage their data, and create social networks. They only see the news they want to see, which fills their news feeds.
- ▶ Notifications: A social media player is any website or application that notifies users of specific information via notifications. Users can choose which kind of notifications they want to receive and have full control over them.
- ▶ Information updating, saving, or uploading: With a user account on a social networking site, you can publish anything you want. It could be textual data, a picture, an audio-video, or something else.
- ▶ Likes and comments: The most common methods of communication on social media are buttons and comment sections, where users can share their opinions.
- ▶ Review, rating, and voting systems: Many websites and applications rely on user interaction through likes and comments. People participate in discussions and debates due to the dissemination of information through social media platforms by expressing their opinions and sharing their personal experiences. Information shared on social media is unreliable since it is frequently created by regular individuals rather than qualified medical personnel. As a result, it might not be reliable, accurate, right, or useful, among other things. Following this

development, the World Health Organization has pushed for the proactive & effective use of social media to disseminate information on health-related subjects, particularly emerging infectious diseases, to the general public and unskilled users.

Social media and social networking are frequently confused and falsely described as the same thing. Social media still encompasses digital media platforms, including news blogs, podcasts, wikis, and game-mudding, in addition to social networking sites. It also includes smaller networks for user-generated content. WhatsApp, Snapchat, and other social media platforms are currently in vogue worldwide. People who are alone and lonely can benefit from social media because it can help people develop their identities, improve how they perceive their lives, gain autonomy, and find social support. Users enjoy these websites because they simplify sending messages, creating blogs, and swapping documents, files, photos, and videos. More than ever, find inspiration through organizations, collaborations, and people that share your interests.

1.1.1 The Evolution of Social Media

In the 1960s, the first manifestations of the internet, such as CompuServe, were built for the general public in the US. CompuServe was a real-time venue where individuals could meet and talk about events and occasions. In the 1960s and 1970s, social media was expanded further. In 1971, early kinds of electronic mail were also established. Kaplan and Haenlein (2012). Users in such technologies are used for logging in to download and upload software, exchange messages, and read news with one another. Bulletin Board Systems (BBS) were the forerunners of the World Wide Web, abbreviated as WWW. Tom Truscott and Jim Ellis considered the Usenet system in 1979, a stage that allowed internet users to create articles and posts for public communications worldwide (Depot, 2009). The n, in the 1980s, dial-up used a new set of technology and remained a top performer until the mid-1990s. Several social networking sites were created in the 1990s. In 1997, the first recognizable social media was formed (Depot, 2009).

The early stages of social networking sites were largely responsible for consolidating writers into a single group. At the same time, a weblog was first used, eventually becoming renowned. The increasing availability of high-speed internet connection is

resulted in the establishment of (Kaplan & Haenlein, 2012) YouTube debuted in 2005 as a whole new way for users to connect and share videos, images, and other forms of material.

Youth utilize social networking sites in large numbers; they make up most of their user base. Because of the accessibility to personal identity and worry about the risks associated with online social networking. Users of social networking sites are growing daily in India.



Figure 1.2 Different types of social media

Social media is defined broadly & always changing. Generally speaking, the phrase refers to Internet-based tools that enable people & groups to interact, share knowledge, opinions, private messages, photos, & other content, in some circumstances, work together in real-time. Social networking or Web 2.0 are other

names for social media. The functionalities that social networking sites offer users can be used for various purposes. They may include wikis, blogs, social networks, video & photo-sharing websites, and other media.

The term "social media" refers to a collection of online-based tools that support the creation & sharing user-generated content and expand on the conceptual and technical underpinnings of web 2.0. In order to build highly dynamic platforms for individuals and groups to share, co-create, discuss, and edit user-generated content, social media relies on mobile and web-based technology. The internet and mobile devices are powerful tools that have made social networking widely available. Despite being invented in 1969, the internet did not become widely used until the last decade for various reasons, including regulatory changes, such as fast bandwidth in telecommunications, the rise of personal computers, and user-friendly software that makes it simple to upload and access much content online.

As a result, professionals have been driven to build technology quickly due to the social demand for networking's rapid expansion. Over the past nine years, the general public's use of social media has dramatically expanded. The percentage of adults in the US who use social media has astoundingly soared. Social media use is widespread and growing globally among all ages and professions. Social media and social networking are frequently confused and falsely described as the same thing. Social media still encompasses digital media platforms, including news blogs, podcasts, wikis, and game-mudding, in addition to social networking sites. It also includes smaller networks for user-generated content. The many categories of social media platforms are shown in Fig. 1.2 WhatsApp, Snapchat, and other social media platforms are currently in vogue worldwide. People who are alone and lonely can benefit from social media because it can help people develop their identities, improve how they perceive their lives, gain autonomy, and find social support. Users enjoy these websites because they simplify sending messages, creating blogs, and swapping documents, files, photos, and videos. Get more ideas from like-minded people, organizations, and partnerships than ever before. Social media & Usability Politics and news are somewhat interconnected. Politicians enthrall the public by using news media. Politicians could not reach out to the media they were attempting to recruit if the news media were not interested in politics. We can, however, choose whether to agree or disagree with the politics we are watching because the news media

collaborates with politicians to present us with ideas and opinions. Such things have a significant impact on our daily life. Online media are greatly shaping today's social movements and their ability to affect broader societal change. "User-generated content" (UGC) refers to a variety of media content that is accessible through a variety of contemporary communication platforms.

A few years ago, everyone believed social networks would replace discussion boards. However, it has yet to materialize. Online forums are unique in that they provide a distinct method of managing content, are secure and entirely private and lead to greater trust in the data posted there. Social media includes online forums and message boards. There is proof that engaging in "too much" internet activity can negatively impact users. Heavy Internet users claim to have fewer interactions with family and friends and feel more isolated from society (Nie & Hillygus, 2002). Researchers have found that online engagement affects users' well-being positively and negatively. The response differs, which many people discover. After all, forums naturally foster social interaction by uniting people around shared interests. Others, though, are in disagreement. Because they dislike the negative implications of social media, forums are not considered "social media" (such as being "poked" like on Facebook). In other words, they believe forums to be more meaningful than social media. Your results may differ.

Forums were undoubtedly a stepping stone and forerunner to "true social media," Tamar speculated, even though they do not technically qualify as "social media" in the sense that we social media experts define it. Forums undoubtedly offer that, but social media is, after all, the tool people use to communicate their ideas and opinions, so there is always another side to the story (Tamar Weinberg, 2008). There is considerable interest among academics in online political discourse's function in forming publicspheres (Goldberg, 2011). According to few scholars (Dahlberg, 2001 and Dahlgren, 2005), online political discourse encourages growth of publicspheres, a key idea in deliberative democracies. Others counter that the capacity of the internet to create public spaces has been overstated (Gripsrud, 2009). This viewpoint contends that political discourse on the internet does not necessarily create a public forum. Certain aspects of these media may impact behavior, impeding widespread and equitable involvement, which is a necessary component for creating public spaces. Habermas (1989) developed a historical framework for the idea of the public sphere

and illustrated some of the conflicts and circumstances that limit the advancement of the democratic ideal that lies at its core (Crossley and Roberts, 2004). Many studies on the connection between the internet & the publicsphere have their roots in his work. This idea has been described as a place where people may express their thoughts and reasonably discuss and agree on common-interest issues (Papacharissi, 2002).

1.1.2 The Benefits of Using Social Media

The rapid advancement of technology has made it possible for social media applications to communicate simultaneously with many users. Because of its one-of-a-kind qualities, it also has the potential to be incredibly personal and one-on-one. Instantaneity, precision, and even brevity are just a few of its distinguishing characteristics (limit on the allowable number of words). In the realm of social media, the rules of traditional communication are frequently disregarded. However, social media's success depends on the number of individuals who are intended to receive the message and who can access it at the appropriate moment. The term "new media" is frequently used to refer to social media, which exhibits various features and can also be characterized as a group. The use of social media encourages engagement, which in turn leads to the quick interchange of information and response. The line that once divided the audience from the media is becoming increasingly blurry. Social media does not function in an enclosed area, and users can vote and provide input via various channels. The interaction in traditional media is one-way, meaning that the message is conveyed from the media to the audience.

On the other hand, contact in social media is two-way, meaning that both audiences and media can share their perspectives. According to Robert Klotz (2004), social media has the advantage of reaching a large number of people in the shortest amount of time, and it also has the potential to counter competition in the quickest amount of time. The progression of many forms of mass media has followed a similar growth trend to that of the Internet, which has reduced the importance of physical distance in the transmission of written, oral, and visual communications. According to Gainous and Wagner (2014), the use of social media represents a significant step into a new field because the mode of communication involved is fundamentally distinct. Using SNS platforms as a medium for communication is very different. Compared to more traditional forms of communication, social media's model—essentially dynamic in

nature, open to scrutiny, and expansive in its scope—has made it more appealing. Compared to electronic or print media, social media has a far broader appeal because users drive it and have a larger degree of control over it. People can communicate with one another across oceans and time zones using social media, regardless of physical distance or other barriers.

In contrast to the newspaper, social media is not bound by constraints such as location or time. It is fast, and it allows for the simultaneous interchange of information. Social media is the most dynamic, all-encompassing, and diverse mode of communication currently available. Because of social media's ongoing development and transformation, emerging forms will only improve it and make it more socially acceptable. Gainous and Wagner (2014) suggested that web 2.0 was the first to give users of the Internet a chance to personalize, and this has led to its instant acceptance because the audience has been able to choose what they want to hear, read, or see. In addition, web 2.0 was the first to give a chance to the users of the Internet to personalize.

1.1.3 Criticism of Social Media

The use of social media has been criticized for a variety of reasons by its detractors. Some of the social media platforms have been criticized for a variety of reasons, including the fact that it is extremely inconvenient to use them, there are inconsistencies in the content or information across various platforms, there is a lack of accuracy of information or news on social media, there is a lack of validity, and also the content creators can remain anonymous. Although content can be submitted simultaneously across various social media technologies, some social media networks have been called out for poor interoperability, which has led to criticism. The proliferation of digital media platforms has several positive impacts, one of which is the democratization of the Internet. In addition, they make it possible for individuals to promote themselves and start forming friendships immediately. Even though it is called "social media," it has been accused of making people less sociable in general society and isolating them from their families and other important relationships.

1.1.4 Social Media & Social Networking

There are some distinctions between social media and social networking, even though they occasionally overlap. According to its functioning methods and features, social

media may be referred to as a strategy and a platform for broadcasting. In contrast, social networking is a tool and a service for interacting with others online. Social media is a technique to share information with a large audience. Everyone can produce and share.

On the other hand, social networking is an activity in which individuals who share interests or viewpoints come together on social networking sites to form a community. Social media is more analogous to a channel for communication. Similar to television, radio, and newspapers, social media is a medium that transmits a message; it is not a physical venue that you visit. Said social media is a means for sharing information with others. Social networking allows for two-way contact, and depending on the issue, setting, or topic, people gather to associate with those who share their experiences and backgrounds. Social networking revolves around conversations since that is how relationships are built. Relationships are a distinctive characteristic of social networking. Numerous SNSs supporting a wide range of practices and interests are in the thousands and offer a variety of technological affordances. Most websites aid in the upkeep of pre-existing social networks, while some facilitate connections between strangers based on common activities, political beliefs, and interests. SNSs draw users based on shared linguistic or ethnic, sexual, religious, and national identity.

1.1.5 Impact of Social Media on Political Processes

In the New world, political communication is an expansive social arena continuously expanding and can take almost any form. The proliferation of social media has led to a diverse range of associations and networks. These emerging social engagement modes shed light on an essential connection between the media and democratic processes. Over the past several years, a new channel of political communication has emerged, which has opened new doors. In the middle of the 1990s, many people believed that online debates would pave the way for a conversational democracy in which citizens and political leaders would communicate in novel and engaging ways.

Conversely, the proliferation of interactive Web 2.0 applications such as blogs, microblogging, social networks, and websites that allow users to share photos and videos is increasing political participation. The introduction of the Internet and other forms of computer-mediated communication (CMC) has transformed human society

into a networked society characterized by the quick and global dissemination of information. The nature of socio-political ties has shifted from being characterized by networked individuality to being characterized by networked individualism, they have many different work partners.

In addition, many interactions that take place within online social networks ultimately result in face-to-face gatherings. Social networking has grown to be a powerful component for communication, spawning new methods of influencing public opinion and enlisting support for political and community engagement. In addition, social media has inspired the development of new methods of communicating with one another. The most recent online expose of US foreign policy by Wikileaks exemplifies the level of disruption caused by social media. Due to this disruption, residents have gained the ability to engage in political discourse with their friends and network with people, share political information, and critically observe government acts. To what extent are political parties, candidates, and oppositional politicians using social media for political campaigns, and is it possible to reach non-internet users through social media? In India, where Internet access is still limited, is it possible for social media to be used effectively for political communication, and if so, can this be done in a country where Internet access is still limited? It is necessary to first go over certain statistics regarding the use of social media and internet penetration in India before attempting to address these issues. There were 137 million stated Internet users in India as of June 2012, with 99 million in metropolitan centres and 38 million in rural regions, as reported by the “Internet and Mobile Association of India” (IAMAI). One hundred eleven million of these 137 million Internet users are active, meaning they use the Internet at least once every month. Eighty million of these users live in cities, while 31 million live in rural communities.

The vast majority of people who use the Internet do so in order to take part in a variety of online socio-political activities. Academics agree that the Internet affects the activities of social movements and civic participation. Recent studies conducted in the Delhi have found a correlation between increased online civic participation and the organizational and political applications of the Internet for information exchange. The Internet is most useful as a forum for action when it is used for informal group activity. The relationship between collective activity conducted online and offline is analogous to that between the Internet and collective action. The Internet creates a

platform where individuals and networks that would otherwise be isolated and dispersed can work together and progress toward various forms of collective action. When it comes to recruiting people for worldwide days of action, the Internet is essential.

In the late 1990s, corruption and unstable regimes in Delhi led to an upsurge in political alienation among the city's residents. Political alienation in urban India is increasing along with the development of India into a postmodern culture. An individual citizen's rejection or estrangement from the dominant political system is an example of political alienation. This feeling may last for some time. There are two subcategories to choose from when discussing political alienation: political incapability and political discontentment. In the first scenario, the person's environment forces him to feel alone, whereas in the second scenario, he decides to feel this way on his own. India is the largest democracy in the world, with 814.5 million voters for 543 Lok Sabha seats; on average, each parliamentary constituency has more than 15 million voters. India has a population of more than 1.3 billion people.

In most cases, the candidates are only given 17 days by the election commission to run their campaigns and convince voters of their aims and perspectives. It is challenging for candidates to cover all of their continuation voters while employing a limited number of employees and having a restricted amount of resources. The use of SNS is not only a free instrument for creating real-time engagement with voters but also a tool for disseminating information and advertising. Consequently, the use of social networking sites online has emerged as an important resource for the continued development of democratic representation. Internet social media and traditional print media transformed the 2014 general elections. Facebook and Twitter emerged as key participants in the elections, with political parties and candidates trying to break the news and convey their message through these platforms in addition to traditional media (PTI, 2014). People are exposed to a wealth of information daily due to the rapid rise of social media in recent years. However, more studies must be conducted on the effects of such exposure on political interest and engagement. Experts predict that global social networking audiences will exceed 2 billion in 2016. WeChat, Twitter, Instagram, Tumblr, and Sina Weibo are some of the other popular social networks. They supply large volumes of political material ranging from political news

to political campaigns, and the young are the most exposed to this information. Social media is a key source of political knowledge, and it is undeniable that it influences and can boost youth political interest. The Internet can also be a source of political activism through online petitions or cyber protests.

The rise of social media is due to people being exposed to a flood of information daily in the digital age. However, there needs to be more research on the effects of this exposure on political interest and engagement. Facebook and Twitter are the two most popular social media platforms for political information, ranging from political news to political campaigns. Browne's social media analysis (Browne, 2014) reveals that Indians are very active on various social networks, with 88% of users sharing content on their social profiles and spending more time on the sites listed below. "Millions of individuals are joining various social media platforms, and mobile phones are the first pieces of technology to newsworthy happenings worldwide." Russell J. Dalton (2011) contends that E-democracy opens new avenues for debate and decision-making. While websites were unheard of in the early 1990s, they are now a standard and expanding feature of electoral politics. The Internet conveys information through various political organizations, parties, and interest groups. As a result, according to the 2005 CDACS study, 17% of Americans visited a political website in the preceding year to gather political information. Another new source of political knowledge that has the potential to empower is the blogosphere.

Social media raises global awareness, influencing participation in various political activities. In today's world, the media can be helpful. The media is essential in raising public awareness and gathering opinions, information, and attitudes about a subject. The media is today's most effective communication instrument. Half of those who use social networking sites have exchanged news pieces, photographs, or videos, and nearly as many (46%) have discussed a news problem or incident. In addition to disseminating news stories via social media, some users also document current events by publishing photos and videos related to such stories. 88% of users on various social networks in India share information on their social accounts, and users spend more time on various social networking sites. This indicates that Indians are quite active on various social networks. Browne stated that mobile phones are the first technology to report unusual occurrences internationally. "Millions of individuals are joining various social media platforms, and mobile phones are the first technology to

do so," "They are frequently the first cameras to arrive at the scene, and as a result, people start talking about what they see and whether or not it is noteworthy very immediately. The next stage is to take the keywords that people are using to describe the event and utilize that local expertise to go and discover photographs and bring that story to be visual for our news clients. This will be done by taking the keywords that people are using to describe the event ". The importance of social media debate is growing, as indicated by the results of a poll conducted by ING titled "Social Media Impact" (#SMING2014) with international journalists and professionals working in public relations. Journalists routinely use social media platforms, despite their worries regarding the validity of posts made on those platforms.

The majority of people in today's globalized world rely on information and communication to keep them connected with the rest of the world and to carry out their daily activities such as working, having fun, receiving medical care, gaining an education, interacting with others, traveling, and carrying out anything else that is required of us. We must be conscious that most of our choices, attitudes, and values are founded not only on what we know to be true but also on the assumptions we make and the experiences we have had personally. When it comes to our day-to-day lives and the tasks associated with housekeeping, we primarily rely on the media to provide us with the most up-to-date news and facts about what is significant and what we should be aware of. This is in contrast to the situation at work, where we typically know what to do due to our prior experience and studies. By swaying public opinion, the media can substantially influence society. They have the potential to either mold or modify public opinion, depending on the goal. For instance, the Pakistani media swayed public opinion against the Taliban in Swat by frequently airing video footage that showed a Taliban member flogging a lady. This helped turn public opinion against the Taliban. In the past, there was significant controversy about using military force against the Taliban in Swat. On the other hand, following the broadcast of this brief video clip multiple times on television, public opinion suddenly shifted in support of the government taking action. People are also susceptible to being swayed by polls and trends, particularly during political elections.

1.1.6 Social Networking Sites

A social networking site, often known as an SNS, is an online venue that allows users to build profiles and personal networks that connect them to other users. Lenhart et al

(2007). In another definition, Boyd and Ellison (2007) highlight three key functions of SNS, which are as follows: "creating a public or semi-public profile within a bounded system," "articulating a list of other users with whom they share a connection," and "viewing and traversing their list of connections as well as those made by others within the system." These three functions are "creating a public or semi-public profile within a bounded system," respectively. The phenomenon of social networking, much like the open-access feature of the internet, is not confined to any one country and appears to be a worldwide phenomenon—Boyd, as well as Ellison (2007). Raacke et al. define social networking sites, often known as SNS for short, as "virtual venues in which individuals with similar interests meet to share ideas, hold arguments, and extend the pool of those with whom they might interact" (2008). At its most fundamental level, social networking sites allow users to construct online social networks by creating online profiles or personal homepages for themselves. The user's profile page functions as their homepage and includes a variety of information about them, such as their birthdate, gender, religion, politics, and birthplace, as well as their preferred movies, books, quotations, and interests. In addition to being able to edit the look of their page, users may also submit content such as photographs, video clips, and music files in addition to the information in their profiles. Users can construct a list of pals that is a network of links. These pals could be true friends they have met in real life, casual acquaintances, or people they have only interacted with or met online but with whom they have no other ties. Similarly, according to a recent report by "Hitwise and Experian" "(Experian division that measures website traffic by collecting data directly from ISP networks) (2007)", Websites for social networking are virtual gathering places for people who are either interested in discovering other people's hobbies and pursuits or sharing their own. They usually offer a range of options for users to engage, such as chat, messaging, and email. According to Wigmore (2006), a well-known IT encyclopedic writer, "social networking" is the technique of increasing the number of one's commercial and social contacts by forming connections through others. While social networking has existed almost as long as civilizations, the Internet's unequaled ability to encourage such connections is now being fully recognized and used via Web-based groups founded for that purpose. SNS enables users to articulate and converse with existing relationships, such as close friends and family, with ease and celerity. Although it was previously thought that the

major role of SNS was to strengthen real-world relationships (Donath & Boyd, 2004; Boyd & Ellison, 2007), users frequently loosen the definition of friends and expand their networks to include acquaintances and strangers (Thelwall et al., 2007).

SNS can be categorized in several ways, one of which is the classification offered by Digizen, an organization that promotes responsible behaviour on the Internet. Social networks centered on users' profiles. Most of the attention paid to members' profile pages is focused on profile-based services. Facebook (found at www.facebook.com), and MySpace are among examples (www.myspace.com).

All the services above present themselves in various ways, and these differences in presentation determine which networks particular types of people join. Content-driven social networking websites the user profile is important in relationships with these services. However, they have a supporting function in the content-uploading process. A good example of this kind of service is Flickr “www.flickr.com”, which organizes groups and comments about individual photographs. “Shelfari (www.shelfari.com)” is one of the more recent websites centered on books. The bookshelves of users serve as the focal point of their profiles and membership on the website. Social networking sites that use white labeling Because users of these services can create and join communities, users can create mini-versions of MySpace or other small-scale, individualized social networking sites centered on any topic of their choosing. WetPaint, which can be found at www.wetpaint.com, is a fascinating example because it uses social wikis as its framework to make social networking easier. Joining a particular social wiki allows individuals or organizations to collaborate on developing content about their chosen topics and interact with people with similar passions.

Virtual Environments for Multiple Users: In online games like RuneScape “www.runescape.com” and virtual worlds, players take on an avatar, a digital image of themselves (www.secondlife.com).

Social networking with mobile devices: Mobile access to their services is offered by most social networking websites, enabling members to interact with the networks they belong to via mobile devices such as mobile phones. Bebo and Facebook (www.facebook.com) are 2 examples of social networking websites (www.bebo.com).

Recent developments about the presence and microblogging A great number of services give users the ability to publish status updates, which are brief comments that may be modified at any time to let others know how they are doing or what they are doing at that moment. Users of these networks can maintain awareness of what others are considering, acting upon, and communicating. Twitter (found at www.twitter.com) and Wayn are two websites that serve as examples (www.wayn.com). It lets anybody search for profiles by name, interest, location, and other publicly available information, making it possible to compile dossiers on anyone using web-based information.

Groups for Local Dialogue in Your Area A localized kind of social networking that combines online and offline activities is provided through place-based social networks like Eastserve (www.eastserve.com).

A social network is a collection of individuals in regular contact. According to Haythornthwaite, a connection exists between members of those networks whenever they share a relationship (1996). In the past ten years, according to Boyd and Ellison (2007), social networking sites have evolved into a phenomenon widely seen as part of mainstream culture. They have proven useful for anything from keeping in touch with friends to dating and collaborating on research, as well as for educational purposes, political engagement, and more. The use of social networking websites has rapidly increased all around the world. After Google, social networking services became an important part of the internet revolution (IECD, 2007). According to Rau et al., social networking sites are the first application in which individuals can verbalize their social networks. This is in contrast to earlier forms of online communities (2008). According to Kwon and Wen (2010), the number of social networking sites (SNS) has increased at a rapid pace during the past few years. This chapter offers a comprehensive review of social networking sites that may be accessed online, including information on their functions, popularity, and value among young people.

The three most frequent types of social networking sites provide a method to connect with friends (often through self-description sites), places to connect with categories of people (such as former school years or classmates), and a trust-based recommendation system.

A wide selection of full social networking sites is available, each offering unique technological benefits. They correspond to some of the most active and capable social media demographics, including Google+, Myspace, Twitter, Facebook, LinkedIn, and YouTube. People can connect with friends, general aims, shared hobbies, and mutual connections through large-scale social media networks for networking. Users of social networking services are also allowed to exchange information and interests through posting comments, photographs, videos, likes, blogs, reviews, and connections to external websites on the profiles of other users. Because users can connect to virtually any network with just the click of a mouse, thousands of individuals rely on social networking sites. Consequently, India now has access to several popular social networking websites, including Google+, MySpace, Twitter, Facebook, LinkedIn, and YouTube. Facebook

Facebook

FB is the most well-known and trustworthy social networking platform. Mark Zuckerberg founded Facebook in February 2004 with his college roommates and fellow Harvard University classmates. The Facebook domain was registered in 2005 and is now open to the public. With 1.33 billion (approx) daily active members, Facebook is the world's largest social networking platform. Facebook is used by 22% of the world's population. Every minute, 400 new users sign up for Facebook, and 1.2 billion people use Facebook Messenger. By a small margin, it is the most popular social platform. As a result, of brand visibility, lead generation, and business goals, Facebook is expected to become part of the marketing plan in the following year (Donnelly, 2018). People use Facebook mostly to connect with others and share their interests and information. Facebook's main three functionalities are feeds, 9 comments, and shares. Facebook is the foundation of the online social marketing platform since it is the leader of social networking sites. Facebook also has the power of online social networking sites because users may be converted into product consumers. Surender Kumar (Surender Kumar, 2016) Facebook allows users to leave comments on posts and also share information on items and brands. It also allows users to share the page, repost it, and like it with other Facebook users. The information posted on Facebook can include video, audio, text, and website links. Facebook also allows customers to receive customized advertisements based on their interests and needs.

Google+

Google+ is a social networking site owned and run by Google that allows brands to connect with customers and other businesses. It is yet another social network where users may share photographs and information and promote their online social identity as individuals. Google Plus has evolved into an effective social media marketing tool. It is an interest-based website where people can locate topics and others who share their interests, join and follow them, and form groups. Google+ debuted in June 2011. 2017 (Shenbagam) Google+ gives organizations and performers a public identity presence on Google and local company and brand profiles. Google+ has become an essential aspect of communications, including additional services such as Maps, search, Ads, YouTube, Google Pay, play music, movies, and Duo as part of the ecosystem. Since Google Plus has gradually evolved into a development of all Google products, users can open a Gmail account to receive and send e-mails. The most recent feature and functionality of Goggle+ allow users to reach their favourite companies, focus on subjects and assemblies, and tailor content.

Twitter

Twitter is a message-based social networking platform that is incredibly innovative. Those registered on Twitter can read and post tweets, while those not registered can read them. Twitter is evolving into a powerful social medium for communicating with friends, family, and colleagues and a quick means to spread information. 10 Businesses use Twitter to engage with customers and disseminate information, as well as to collect market feedback and build relationships with influencers and partners.

LinkedIn

LinkedIn is the most well-known professional social networking site in the United States. It is older than YouTube, Facebook, and Twitter, and it is a very effective social networking online platform. Reid Hoddman founded LinkedIn in 2002. LinkedIn was formally launched on May 5, 2003. LinkedIn allows users, including employees and job seekers, to create an online profile and begin professional relationships. LinkedIn has expanded its business through marketing solutions, talent solutions, and premium product contributions. LinkedIn is an extremely useful tool for marketers in regulating purchases and sales.

YouTube

YouTube is number five. Google allows users to watch and share their videos via YouTube's online services, and it is one of the most popular social networking sites. It is the world's most popular online video community, where anyone can view and upload videos. Companies nowadays use YouTube to advertise their products and brands to communities. Chad Hurley, Jawed Karim, and Steve Chen, three former PayPal workers, founded YouTube on February 14, 2005. I at the Zoo was the first video posted to YouTube, and it was only 19 seconds long. In 2018, YouTube had 245 million active monthly viewers in India, making it one of the largest market display venues (Jonnalagadda, 2018). YouTube also gives customers the option of whether or not they want advertisements, in which case they can opt-out. Companies can submit corporate, product, and brand information to YouTube, where other users can access it.

Pinterest

Pinterest In these social media networking sites, users can be compelling for visual businesses, such as apparel stores, online boutiques, art galleries, design agencies, and restaurants, among others (Yadav & Tripathi, 2016).

Instagram

Instagram is a Facebook-owned American social networking platform that allows users to create and share photographs, stories, and videos with friends and other internet users. It is one of the fastest-growing social networking web platforms, with one billion users per month. 11 Users can post and share high-quality photographs online, which can also be viewed by other users (Yadav & Tripathi, 2016).

Social Media Networks (SMNs) have drastically changed how people interact and socialize by influencing every facet of their lives, including their business, way of life, political views, the inclusion of other cultures, maintenance of relationships, and many other areas. As a result, the number of users on social media networks continues to grow. For example, according to Statista's Jan 2021 report, Facebook(FB) had 2740 million active users (www.statista.com). An effective substitute for traditional media is online content that users create or share on social media platforms. However, SMNs are more likely to present unedited or raw data, which could mislead or confuse users.

Despite having such unnoticeable risks, SMNs help to foster a democratic environment of knowledge sharing and give any user a chance to report as a journalist on an event or topic of interest. As a result, an enormous number of SMN users are exchanging an unbelievable amount of information.

1.2 Political Awareness

A significant influence on individuals' political attitudes is their level of political awareness. Political awareness is directed not only at elections and political parties but also at various political aspects that have expanded in today's political landscape. This intricacy is made even more enticing in terms of political attention, knowledge, and understanding by the proliferation of social media and political objects and themes such as migration.

The term "political awareness" was coined by Zaller (1992: 21) and referred to "the extent to which an individual pays attention to politics and understands what he or she has encountered." Even though it is used extensively in academic literature, there needs to be a formal platform for identifying and measuring political awareness.

An earlier study concluded that three components make up political awareness. These components are "political attentiveness, political knowledge & political comprehension".

A common predictor of political awareness is political knowledge, even though Solhaug et al. presents a different method elsewhere in this book for calculating political awareness.

Robert C. Luskin (1990) suggests that one's level of political awareness is determined by three factors: first and foremost, the amount of exposure one has to political material. The second factor is an individual's intellectual capacity to remember and arrange the presented knowledge, and the third factor is the willingness to seek out and grasp political information. The level of education achieved is the single most reliable indicator of political awareness, according to a large number of research.

Assistance must be given to the significance of political comprehension in voter engagement. Citizens in a democratic society ought to have a fundamental understanding of the political system and its processes because this is how they voice their opinions and choose who will represent them in elected positions (Richard &

Jane, 1998). It is vital to know about politics to understand variances in levels of political activity (Converse, 2000). One's involvement in electoral activities will increase proportion to the depth and breadth of their political understanding (Delli Carpini et al., 1996).

In order to make an educated choice on how to vote, you need to have a certain amount of political knowledge. Electorates are responsible for maintaining a level of awareness regarding the issues at hand in politics, the functioning of political institutions, and, most importantly, their rights and responsibilities. As a direct consequence, those who lack prior exposure to politics and the issues associated with it are statistically less likely to participate in political activities. As a consequence of this, having a political understanding is necessary in order to make an informed choice. Citizens can voice their opinions by voting for a particular political party and candidates. Citizens' level of interest in politics is extremely important because it encourages individuals to keep up with current events and educate themselves. It is generally accepted that political interest is both a consequence and a driver of political engagement (Verba et al., 1978).

People that have an interest in politics will make an effort to educate themselves about politics in order to increase the amount of political involvement they have. The information that voters acquire from various sources has the greatest influence on the level of political awareness they possess. One example of such a political knowledge source is the news media. It is conceivable that voters' political awareness will increase due to their choice of mass media (Gerber et al., 2006). Political conversations with other people are always interesting. People who debate politics frequently have the urge to learn more about politics while also sharing the political information they already know. The act of engaging in political conversation with other people has the potential to boost one's sense of political involvement (Gastil & Dillard, 1999). According to Delli Carpini and Scott Keeter (1996), appropriate levels of political knowledge are required for individuals and organizations to participate in politics effectively, represent their interests before the system, and develop views based on more than just emotion. According to this definition, political knowledge is "the amount to which factual information about politics is maintained in long-term memory," as stated by the author.

In this country, women's level of interest in political information is far lower. A concerted effort has been made to keep women out of public-facing political roles and responsibilities, which has been successful. At this point, the engagement of women in political activities and the pursuit of political information has yet to be encouraged on any level, not at home, not at educational institutions, not at work, and not in the community in which she resides. She has been brainwashed to believe that politics should be avoided at all costs and that men should dominate the field.

According to Sasikala and Francisca (2017), the term "political awareness" describes the capacity of humans to learn and retain the knowledge of political issues through perception, logic, or intuition.

K. Singh (2016). A subfield of political science known as political awareness aims to quantify and explain the elements that determine an individual's political knowledge, beliefs, ideology, and level of political involvement.

The function of the media is to ensure that public responsibility is exercised by examining government activities and discovering abuses of authority. In fulfilling this duty, the media is supplementing and, in some cases, replacing the work of formal delegate establishments. Media professionals, such as researchers, columnists, and TV moderators, are particularly suited to this function because they are 'outside' politics and have no interest in uncovering inadequacy, debasement, or just confused logic at whatever point and wherever it may be found. Conversely, open responsibility is placed only in the hands of experienced politicians. In that case, it may be compelled by the fact that those who attempt to discover blunders or wrongdoing will want to wield government power at some point. This may taint their intentions but may also prevent them from denouncing methods and practices they may desire to exploit later. However, the media can effectively play this role if they are suitably free and not governed by the government. The Wikileaks case demonstrates how dubious the media's watchdog's duty can be in the long run. Regardless, political awareness is simply one of 85 key resources likely to motivate a citizen to make a political decision. To round up the picture, we will look at two different resources: loaded with feelings about the political system (how individuals perceive their roles in the political strategy) and social heading (to what degree are residents truly prepared to look into political activities). Toward the end of the day, we must address the relationship

between the degree of political awareness and people's beliefs about their unprecedented power to influence decisions and their demonstrated attempts to do so by politically awareness. The two requests will be handled completely in subsequent distributions. I will post a general heading of responses to requests along this line here.

1.3 Women and Political Participation

Women's Political Contribution in India from the first election to the Indian Lok Sabha in 1952 to the most recent elections in 2019, the number of women who fought and won elections increased from 24 to 78, or from 4.4% to 14%. (loksabhapn.nic.in). The increase in women's voting, campaigning, and contesting began in the 1990s, peaked in 2014, and is now in 2019. However, this increase must be reflected in women's legislative bodies or political party representation. Political leaders make promises in their manifestos about women's representation that are conveniently forgotten once they reach their seats. The failure to approve the Women's Reservation Bill demonstrates political parties' and leaders' lack of commitment to the pledges made in election manifestos.

The lower level of engagement can be linked to factors such as the socialization of gender roles and the associated conventions and practices involving marriage, employment, and property ownership. Women's poor political participation can be ascribed to a lack of access to numerous socioeconomic resources (Burns, Scholzman, and Sidney, 2001).

This modest number of women contributors in India cannot be disregarded or diminished because each individual's achievement and contribution has paved a new road for women's progress. The country has seven nationally registered political parties, three of which have reached out to more women volunteers and are working to increase their female membership. The BJP established the Mahila Morcha in 1980, the Indian National Congress (INC) in 1984, and the CPI in 1954 established the 33 National Federation of Indian Women. The Congress and the BJP have encouraged women to join their parties by providing financial aid to female candidates, instituting a 34% (approx) reservation for women in party leadership positions, and providing leadership training and development programs. A political party led by women was also formed. Suman Krishan Kant, then 74, launched the United Women's Front party

in 2007. It was a political party devoted to bringing women into politics. Since 1952, the country has had sixteen (16) female chief ministers, each of whom has made significant contributions. Their devotion, hard work, and leadership abilities set them apart from others, prompting their political parties to recommend them for the position of the chief minister. There are twenty-four (24) female governors of various states and four lieutenant governors of union territories (4). The number of cabinet members and state ministers in all 29 states and seven union territories has also increased. The table below shows the percentage of women members of the Lok Sabha since 1951.

According to the election commission report, the gender gap in voting turnout has practically disappeared. It was 4.4 in 2009 and 1.5 in 2014. The female voter participation in 2014 was 65.6%, and it is expected to be 67.11% in 2019. On average, the gender gap in voting participation looks to be closing since 2004.

The political climate often determines a person's degree of political engagement. The vastness, distancing, and complication of today's political systems all affect the degree to which individuals participate in those systems. People tend to develop a sense of apathy, which in turn affects their sense of political participation if the United States is too large if the machinery of political conversation does not function properly, and if the preconditions decided by the law of that land for the members restrict wider sections of the residents. This is because the size of the United States is too large. Preconditions can include things like age, previous sexual activity, nationality, reading level, educational qualification, educational requirement, a residence requirement, mental equilibrium, ethnic history, and the ability to vote absentee, among other things. That is not to suggest that those who are not allowed to engage through legal enactment cannot participate in politics in other ways; they cannot do so through traditional channels. You can earn the right to vote by participating in various political activities, such as organizing a marketing campaign, engaging in political agitation, or something similar. Even though people under eighteen do not have the right to vote in elections, there has been a growing trend in recent years of younger students being politically active.

Table 1.1**Voter Turnout to Lok Sabha Elections From 1952 to 2014 in India**

S.No	General Elections	Total Turn Out	Men's Turnout	Women's Turnout	Difference In Turnout
1	1952	61.20	-----	-----	-----
2	1957	62.20	-----	-----	-----
3	1962	55.40	63.30	46.60	16.70
4	1967	61.30	66.70	55.50	11.20
5	1971	55.30	60.90	49.10	11.80
6	1977	60.50	66.00	54.90	11.10
7	1980	56.90	62.20	51.20	11.00
8	1984	64.00	68.40	59.20	09.00
9	1989	62.00	66.10	57.30	08.00
10	1991	57.00	61.60	51.40	10.20
11	1996	58.00	62.10	53.40	08.70
12	1998	62.00	66.00	58.00	08.00
13	1999	60.00	64.00	55.70	08.30
14	2004	58.80	61.70	53.30	08.40
15	2009	58.20	60.20	55.80	04.40
16	2014	66.40	67.10	65.60	01.50

(Source: <https://eci.gov.in/statistical-report/statistical-reports/>)

People may be dissuaded from participating in politics due to factors such as the frequency of elections, the number of jobs that need to be filled, the length of the ballot paper, and the requirement to observe and evaluate candidates in local, national, and worldwide elections. People will engage in elections more if the rules are simple and the voting procedures aren't overly complicated. In newly independent states such

as India, the government encourages citizens to participate in politics. The lower the level of human participation in politics, the more inefficient the authorities are. That does not imply that if the government is efficient, political engagement will increase. Humans may become apathetic if they have too much faith in the government's ability. Political difficulties can also have a negative impact on an individual's rate of political engagement; tragedy in national and world politics sharpens the individual's desire to participate in politics. Political events can have an impact on people's engagement in politics in countries where time-honored suffrage is allowed. In most cases, the needs of individuals are conveyed to the relevant authorities using political parties. People can develop strong emotional attachments to the political parties they support. People are inspired to join in politics by political events because they provide information about the political environment and the practicalities required in various engagements.

Women's Political Empowerment To empower women in India, a comprehensive grasp of the social fabric in which they live is required. Women's achievements are based on a variety of factors that operate at both the macro and local levels. The irony is that, on the one hand, the government creates policies, programs, welfare 24 measures, and other provisions to empower women, while, on the other hand, the country is unable to free women from the patriarchal system of dominance in which they face daily sufferings, harassment, torches, and discrimination from family members and the community in which they live. Most women are restricted in practically every way, including access to school, adequate food, employment, a marriage of her choice, basic health needs, dressing patterns, economic freedom, and making decisions for her children. When this is the situation for the majority of women in this country, one wonders if she has the mental capacity to participate or even decide who to vote for. The remaining categories of women who are educated, employed, economically, and politically powerful participate in political activities. Thus, despite existing reservations for her, not only in the aforementioned places, but also among politically empowered women participating in political activities, they face stumbling blocks and hindrances both at the grassroots level and at the state and national levels. Thus, empowering entails not only providing services but also transforming the circumstances in which they live. Women's security, access to

decision-making power, and mobility could thus be indications of women's empowerment (Reecha Upadhyay, 2010).

The complexity of Indian politics is buried in class, caste, familial, and religious identities, and age has a huge impact on the political careers of women politicians. India was one of the few countries to elect its first female prime minister in the 1960s. Smt. Indira Gandhi was one of the world's few female leaders throughout her tenure, although her foray into politics was perceived as representing her family's political dynasty. Even today, women who hold high-level political positions have been patronized, socialized, moulded, and supported by the entire family. Thus, for a woman to enter politics, both individual capabilities and family support are required. However, this small elite group of women is insufficient to effect policy changes at the national level, and hence the rest of the women must be empowered. Unless and until "power" is established into the educational, economic, and political sectors, it will be exploited by others rather than the intended portion. The goal of empowerment is to prepare women to be economically independent, self-sufficient, and to have positive self-esteem in order to handle any difficult scenario and participate in decision-making. They should be able to build a sense of self-worth, confidence in their abilities to effect desired changes, and the right to direct their own lives (V.S. Ganeswamurthy 2008).

According to the United Nations Women's Forum, empowering women encompasses 5 dimensions: 1. cognitive, 2. psychological, 3. economic, 4. political, & 5. physical. The cognitive dimension is related to the capacity of women to comprehend the situations and causes that led to their subordination, as well as their ability to decide to break free from societal constraints. The idea that women may improve their individual and social situations by taking action at both the personal and societal levels is central to the psychological dimension. The economic aspect ensures that there will be no need for outside funding. The ability to analyse, organize, and mobilize for social change is part of the political dimension.

In contrast, the ability to protect oneself from sexual abuse is part of the physical dimension. Guidelines for women's empowerment have been published by the United Nations, which is working toward achieving gender equality. In addition, during the conference held in Beijing in 1995, the organization established some indicators.

There were quantitative as well as qualitative markers discovered for women's empowerment.

There have been 14 qualitative indicators found, and the ones that relate to political empowerment are as follows: a change in roles and responsibilities in the family and the community; visible changes in the level of women's participation in meetings, participating and demanding participation; an increase in bargaining and negotiating power at home, in the community, and the collective; increased access to and the ability to gather information; the formation of women's collectives; the presence of opportunities for women to participate in political decision-making; the possibility of women's There have been created six quantitative indicators for women's empowerment, one of which is the level of engagement of women in the political process (uniform report 2019). This is the topic that will be covered in the current study, which aims to determine the degree of political knowledge and political participation among women in Chennai. The Constitution, democratic ideals, legislation, developmental techniques, and programs have all been established to advance women in various sectors, and they all work together to do so. Since the beginning of the fifth five-year plan (1974-1978), the focus on women's issues has switched from welfare to development. Since the beginning of the eighth five-year plan, the focus has shifted again, this time to empowerment. In recent years, the empowerment of women has come to be recognized as a fundamental issue in the process of creating women's positions. India has also demonstrated its dedication to advancing women's rights by signing and ratifying several international conventions and agreements on human rights. These pacts provide women the same legal protections as men.

A defining moment they occurred in 1993 when “The Convention on the Elimination of All Forms of Discrimination Against Women” (CEDAW) was ratified. At the UNPD Conference in “Cairo” in 1993, women's empowerment was emphasized as a central focus. As a result, the United Nations Development Programme in 1995, the UNDP published a study on women's empowerment, and one of its conclusions was that human development would be jeopardized if efforts to promote it were not made. It is impossible to overestimate the importance of the role that international organizations play in encouraging political participation on the part of women.

It became a binding international treaty on September 3, 1981, and came into effect that day. The efforts of the Commission have been essential in bringing to light the myriad of different ways in which women and men are not treated on an equal footing. This is the foundation upon which the Convention is built. The Convention's preamble makes an open admission that "extensive discrimination against women continues to exist" and emphasizes that such discrimination "violates the principles of the equality of rights and respect for human dignity." This admission is made in the context of the Convention's preamble. Despite the many efforts that have been made, India has not been successful in establishing gender equality. India's position on the Gender Inequality Index is 125th out of 159 countries, even though the country's Constitution guarantees gender equality for all citizens. India ranks 108th out of 149 countries regarding gender equality, which indicates that the gender gap is quite large (WEF Report, 2018). Regarding Female Labor Force Participation (FLFP), India only has 27% of women participating in the workforce, which is significantly lower than the average of 37% across the globe. These statistics indicate the country's female population's growing economic and social vulnerability (Ankita Bhat, 2019).

1.4 Theoretical Framework

"Uses and gratification Utility Theory", also known as the "Uses and Gratifications Approach," provides an alternative explanation for why young people use social networking sites, why they flock to these sites, and what they learn from them. According to Blumler and Katz's "Uses and Gratification Theory", media users actively choose and use media. Users participate actively in the communication process and use media to achieve certain goals. According to theorists, media consumers seek the best source that meets their demands. The Theory of Uses and Gratifications argues that consumers have multiple options for meeting their needs (Griffin, 2000). This hypothesis focuses on viewers' attention to, perceive, and recall information that is pleasurable or will help them meet their needs in some way. As a result, this study will examine which target audience chooses SNS and usages and which of their demands are met by viewing them. This study aimed to seek reasons for the obvious attractiveness of SNS and various sorts of usage by asking college students what they think, feel, and share due to their newfound information.

Swanson (1992) states, "The uses and gratifications method take audience members' motivations for attending to mass media as its vantage point for evaluating media exposure and effects."

Katz (1959) developed and expanded the uses and gratification hypothesis in later studies to explore what people do with media rather than what people do to media. He shifted the focus from "what people do to media" to "what people do with media."

The concept proposes that audiences have access to various media formats and that the factors influencing a user's preference for a particular format vary from person to person (Blumer & Katz, 1974).

- ▶ Be engaged and goal-driven in your media usage, according to McLeod and Becker (1981) and Haridakis and Whitmore (2006).
- ▶ The media must be able to meet the needs of a diverse range of users.
- ▶ The audience must understand and be able to communicate the specific reasons for media selection and use.

Following the above calcification, McQuail (1984) introduces the concept of "user taste" when evaluating media selection. The users choose the media based on their particular tastes and preferences. Contemporary research of McQuail also introduced the idea of "media usefulness." This theory implies that people not only choose which media to consume with intention, but they also construct specific criteria and make subjective value judgments about the usefulness of each media. The concept of "media utility" was broadened into two subcategories: social utility and personal utility (Barton, 2009).

According to Barton (2009), consumers look for forms of media that have some relevance to their individual lives and make an effort to "obtain gratifications on an individual or specialized level." However, social networking sites such as Facebook, Orkut, Twitter, MySpace, and others may have both social and personal utility. These Websites provide users with social capital and knowledge that is useful for participating in society, as well as assistance in meeting specific needs. The researcher aims to discover individual gratifications in many domains in this exploratory and descriptive study. The notion of uses and gratification is a concept that allows people to employ media to satisfy special gratifications. In the 1940s and 1950s, the mass

media regarded theories as having a direct, immediate, and powerful effect on their audiences as a powerful influence on behaviour. Other studies were conducted throughout time. It was discovered that audiences were also active players in the communication process and that, while the mass media influenced the audience, they had a choice in what they saw in the media. As television became more popular in the late 1950s, use and gratification became more common. According to Blumler and Katz (1974), media usage models are guided by more or less specific perceptions of what such material has to provide the audience members.

According to Ruggiero (2000), satisfaction theory has received numerous approbations. It has lately implemented situations such as radio, telephones, television, cable TV, remote TV, the Internet, and cell phones, which have proven effective in considering client motives for media use. 6 According to the notion of satisfaction, media users may take an active part in media selection and consumption. Users are actively engaged in communication and are influenced by the media to achieve their goals. While traditional and digital media continue to supply individuals with various media sources and contents, one method of determining why audiences are exposed to diverse media channels (LaRose et al., 2001) is thought to be one of the better techniques (LaRose et al., 2001). Being knowledgeable about contraceptives is vital to people, especially women. When confronted with contraceptive-related issues, they frequently seek FP information from available sources. If their need for FP knowledge is met, they will use the information to make a decision; if not, reproductive-age women will seek out additional sources of FP information until they discover one that meets their needs and will put that information to use. The primary element of mass media was interactivity, which allowed users to produce content in response to sources and contact partners. The study employs the users' satisfaction principle in media, such as newspapers and television. According to scholars, the human requires reward can be categorized into five kinds.

Cognitive criteria include knowledge sharing, learning from the environment, exploration, and curiosity. According to the research, journalists from electronic media exchange more expertise than journalists from print media. The characteristic of examining things is increasingly prevalent in electronic journalists. - Pleasure, as well as emotional experiences. Electronic media reporters publish multiple articles

and update social media information and utilize more dynamic and emotional analyses. They typically discuss their feelings with friends, relatives, and coworkers in social network ties.

Personal identity: Enhances social standing, self-assurance, and self-respect requirements. Journalists in print and electronic media express their social identities through email addresses, phone numbers, photographs, and opinions. Electronic media journalists provide photographs, videos, and locations in addition to content. Moreover, electronic media reporters spread information swiftly. They are also interested in leaving comments on blogs and videos.

Integration and socialization Interaction - make new friends and relatives, and communicate with outside groups. The primary social engagement medium is social workers are particularly drawn to social media because of their immediate access to information, interaction with friends, and places to participate in discussion boards. Escape from the individual's habits and surroundings. The media employees are interested in social networks to learn about current events and to compete with one another in providing information to the appropriate bureau as quickly as possible.

1.5 Statement of the Problem

With the exponential rise of social media platforms and people's active participation on these sites, it is critical to investigate the role of social media in promoting political awareness among women. In the last decade, much study has been conducted on college students' political engagement, but the impact of social media in promoting political consciousness among women has received less attention. Nothing has been done in this sector, particularly in the Indian context.

After 17 general elections since independence, female voter turnout of 67.18% finally surpassed male participation of 67.01% in the 2019 LS ballot. According to the National Election Commission Report 2019, the country has 900 million eligible voters, with 468 million males and 432 million females voting. The proportion of women voting has gradually increased. So, the researcher sought to discover and establish knowledge of if there is some awareness being produced among women in the context of politics, and if so, whether it is due to social media or other media.

1.6. Rationale of the Study

With the exponential rise of social media platforms and people's active participation on these sites, it is critical to explore the role of social media in influencing women's socio-political behaviour. In the last decade, much study has been conducted on college students' political engagement, but the impact of social media in promoting political consciousness among women has received less attention. It is evident that little has been done on this topic, particularly in the Indian setting, and what has been studied is insufficient. It requires a thorough investigation.

After 17 general elections since independence, female voter turnout of 67.18% finally surpassed male participation of 67.01% in the 2019 LS ballot. According to the National Election Commission Report 2019, the country has 900 million eligible voters, with 468 million males and 432 million females voting. A major trend in the 17th Lok Sabha elections (2019) was the presence of 15 million first-time voters between 18 and 19. The number of female members elected to parliament in 2019 is 78 (14.39%), whereas the number of male members is 464 (85.61%).

Because the proportion of women voting has gradually increased, we want to know and understand whether there is some awareness being produced among women in the context of politics, and if so, whether it is due to social media or some other media. This study is a modest attempt to investigate this topic.

In particular, Facebook, Twitter, WhatsApp, and YouTube play an important role in organizing individuals. As a result, the current study attempts to examine the influence of these social media platforms in organizing political campaigns and modifying women's political beliefs. This study will aid in clarifying women's political views toward political processes and understanding their level of political interest.

The study also adds to the academic discourse on political science by establishing a relative measure of the political value of SNSs, particularly Facebook, Twitter, WhatsApp, and YouTube. These four social media networking sites were chosen primarily for their large user bases and popularity. The capital of India, "Delhi," was chosen as the region of research due to its cultural richness, greater literacy rate, higher sex ratio, and, most crucially, its postmodern lifestyle. The goal of researching

social media, particularly these four sites, is to better comprehend the function of new media in a developing country.

1.7 Objectives of the Study

- ▶ To study the role of social media in bringing political awareness among women.
- ▶ To determine the level of political awareness among women on social media.
- ▶ To find whether there is a gap in the level of political awareness between working women and non-working women?

1.8 Research Questions

- ▶ Is there any difference in political knowledge between working women and non-working women?
- ▶ How social media is contributing as an important medium for creating awareness and knowledge sharing?
- ▶ How much time do women spend on social media to get political information?

1.9 Hypothesis

- ▶ H₀- There is no association between age and political awareness of social media users.
- ▶ H₀-There is no association between Occupation and political awareness of social media users.

1.10 Organization of the study

The first chapter has elaborately dealt with the concept of social media, political awareness of women, women in politics in Delhi, a statement of the problem, the study's rationale, objectives, research questions, and hypothesis.

The second chapter provides a comprehensive overview of the literature on social media and political awareness. This chapter presents a relevant debate and review where the Researcher discusses the role and importance of social media and political awareness.

In the Third Chapter, Researcher explains the methodology used to examine this study's objectives, research questions, and hypothesis. This chapter also explains a detailed description of the proposed method.

Analysis and interpretation of data are presented in the chapter four. The data has been presented in the form of tables, charts, diagrams, and graphs. General information about the respondents consists of the basic profile of the respondents, their socioeconomic status, social media exposure, and political awareness of the respondent.

Chapter fifth concludes the research by detailing the study analysis of the data obtained

Describing the limitation of the study, and providing all possibilities for future work while also summarizing the insights from the project.

CHAPTER 2

REVIEW OF LITERATURE

The increasing popularity of the internet or social media in politics has prompted academics to investigate its numerous elements and characteristics. In various nations, numerous scholars have researched social media, its use and influence in political engagement, political awareness, party choice, and so on. As a result, in this regard, this chapter will present a review of comparable studies in order to build a theoretical foundation using various publications, journals, magazines, books, newspapers, statistical reports, the internet, and so on, which aid in amplifying knowledge and identifying research gaps.

The review of relevant literature is based on data gathered from reliable sources. The literature review aided in gaining a thorough understanding of the significance of women's political engagement in this study. The review's major goal is to identify and comprehend women's political involvement, as well as acquire insight into the many viewpoints on political participation, awareness, and the factors that influence or prevent women from participating in political activities. The assessments also concentrate on comprehending the study methodologies used by distinct scholars. The reviews also shed light on the tools, methodologies, and analyses used by academics.

Social media, according to Stieglitz, Tobias Brockmann, and Linh Dang-Xuan (2012), enables people to exchange ideas, opinions, and knowledge. In the political domain, social media has the ability to facilitate public involvement and democracy. As the 2008 presidential election campaigns in the United States demonstrated, political actors can effectively use social media platforms to broadcast information to voters as well as connect and converse with them.

“The Influence of Social Media on Saudi Women's Political Awareness Through Tweeting Politics” The mission of Norah Altuwayjiri is to investigate the recent development & dramatic changes in women's political relationships during what has come to be known as golden period for women. This period has been described as a time when women's rights in the country were at an all-time high. This chapter acknowledges the importance of SNS as a key enabler of women's participation in political processes. It conducts a critical investigation into and debates the role that

these networks, particularly Twitter, play in encouraging Saudi women to become more educated about current events and promoting political consciousness among Saudi women. Specifically, the article focuses on the role that Twitter plays. According to the statistics, Saudi women use Twitter not only as a source of news, also as a virtual, feminized political public sphere where they may self-express and demand their rights as a means of making up for the fact that they are excluded from the actual physical, political public sphere.

The study's authors above, Balo and Shawon (2018), got a relation between the use of social media & political knowledge among Bangladeshis. According to this research, increased social media usage led to increased political knowledge, which in turn led to increased political rights and voter power. This is in line with the findings of studies that point to a generally positive correlation between the usage of social media and civic and political participation. Similarly, Balo and Shawon (2018) conducted research that discovered that online political campaigns facilitate a close connection between political leaders and voters, boosting public trust in politicians.

In his paper entitled "The Role of Social Media in Creating Political Awareness and Mobilizing Political Protests a Focus on Turkey," Ender Yunus (2013) examines the capacity of social media to foster the growth of political consciousness in Turkey as well as the organization of political demonstrations. It has been observed that social media has developed into a vital component of the progressive movements in Turkey. Younger people in Turkey are showing a strong interest in becoming members of online organizations through the use of social networks. These social networks facilitate connections between individuals predicated on tenuous ties. Through these linkages, political content has the potential to rapidly and virally spread across these networks. The dissemination of political news and ideas can help people become more politically conscious and even motivate them to participate in political demonstrations. In contrast to corporate media's one-sided and indifferent approach toward political happenings, social media provides an alternative source of information in people's eyes.

According to Howard and Hussain (2013), new media has altered the methodology of democratization movements and played a vital role in political communication and information. In the Middle East, online media was primarily responsible for

disseminating protest messages, connecting with broadcasting agencies, and finally uniting disgruntled residents and building a collective consciousness to fight for a shared cause. Online media has aided in the transformation of "individualized," "region specific," and "community distinct" debate into an organized movement forging a common awareness of both shared challenges and opportunities into concrete action. They expanded on the "Hybrid Model Theory," demonstrating that internet advertisements in low-income economies are strikingly comparable to those seen in rich countries such as the United States.

Ruchi Sachdev's paper "Impact of Social Networking Sites on the Youth of India: A Bird's Eye View" attempted to provide a solution for today's culture, whether social networking sites are a blessing or a curse. It noted that while these SNSs clearly give jobs, marketing, personal growth, and information sharing, the most widespread hazard is generally online predators or persons. The SNS has a major influence on India's youth. These social networking sites' entry gates are clearly visible, but they cannot be exited.

On the one hand, these sites allow many cybercriminals to communicate with our loved ones. Everyone should acknowledge that the SNS is a "Child of" computer "by computing," but "for society. It thus centered on the idea that how SNS are properly enforced and used is also valuable for Indian society, as well as the role that Indian youth play. The paper focused on the beneficial and negative effects of social networking sites on Indian youth, as well as the ethical responsibility of these sites' members. Jain, Madhur and Gupta, Palak completed a study on the topic, "Impact of Social Networking Sites in The Changing Mindset of Youth on Social Issues: A Study of Delhi/NCR". This study was conducted on young people between the ages of 18 and 30 in order to determine the degree of understanding of social issues and how much social networking sites have awakened young people today to share their opinions on current or pressing issues such as corruption, human rights, girls' education, and so on. There are so many pressing issues around us that we need to consider and act on the fact that it is an alarm for us to be aware of society and its difficulties. To make a difference, current concerns such as human rights violations, girls' education, the detrimental 27 impacts of global warming, inappropriate actions of political leaders, crime against women, corruption, and so on must be addressed openly with society. Social networking platforms on this sort of media give a place

for debate on such matters, on which the bulk of the population relies and enthusiastically supports. The impact of social networking sites on the changing mindsets of today's young is one such pressing issue that has gone unnoticed.

“Social Media in Politics: Case Studies on the Political Power of Social Media (2014)”, edited by Bogdan Patrut and Monica Patrut, analyzes the increasing power through social media platforms. This book discusses how social media has had a huge impact on political campaigns, election marketing, social revolutions, and so on. Social Media in Politics also examines case studies from around the world.

Research on Social Media DeFilippis (2001) examined the function of social media in community development with an emphasis on social capital development. social networks & connections are win-win situations. According to the scholar, low-income individuals and communities were socially separated as a result of the concentration of power and resources in urban areas. The professor proposed that policymakers build social networks for the benefit of underserved groups.

In "Election Campaigning on Social Media: Politicians, Audiences, and the Mediation of Political Communication on Facebook and Twitter," Bleier, Arnim et al. (2018) focus on the German federal election campaign in 2013 and highlight the issues that addressed the concerns most relevant to the mass audience and to what extent the social media features shape their connectivity on Twitter and Facebook. The surveyors' replies were used to classify the political problem in the human interpretable Bayesian language model, extend the model to social media, and discover that both prioritized different subjects than the mainstream audience. According to the survey, parliamentarians utilize Facebook and Twitter for a variety of reasons.

Levendosky et al. (2004) did research on the impact of social networks on battered women residing in shelters. The investigation discovered that network members were in violent relationships with their partners. The researchers discovered a substantial link between structural and functional support and women's mental health outcomes. In the context of current intervention tactics for battered women, the researchers proposed several implications for community-based therapies.

Wells et al. (2006) investigated the necessity for mentoring professional women in modern times. The study found that an e-mentoring scheme meant to remove such

barriers and enhance professional growth benefited women. The researchers discovered that a substantial proportion of women saw mentorship as a critical assistance to their growth. The researchers proposed that the procedure of the e-mentoring program be perfected on the basis of excellent practices in order to empower women professionals.

Shade (2008) investigated women's usage of online SNS. The research found that in current times, Facebook users negotiated intimate revelations. The study discovered that social networking sites provided minimal options for propagating alternative ideas or images about female sexuality. According to the professor, SNS should be used wisely as a proactive tool for collective mobilization and women's empowerment.

If we see modern democratic polity as a system, as David Easton and Gabriel Almond do, the job of political communication appears to be substantially shared by electronic media, particularly the Internet, which is growing increasingly significant. The functioning of representative democracy is dependent on the quality of citizens' information about public affairs, as well as the breadth, intensity, and equality of citizens' engagement in various sorts of political activity. According to the competitive theory of democracy, the media must serve as public forums, mobilizing agents, and watchdogs against abuses of power". As a growing number of citizens use social media to learn about politics and engage in political activity, and social media has assisted in the organization of numerous large-scale uprisings and bursts of public outrage, these environments have become important for representation and democracy. Also, a growing number of people are using social media to learn about politics and participate in politics. Social media has evolved as a significant communication instrument, opening up new avenues for organizing public opinion & increasing engagement in political & civic activities.

A recent trend in India is using social media for political purposes. However, the growing importance of social networking sites in political campaigns in India is something that must be addressed. The Indian National Congress and the Bhartiya Janata Party have accounts on social media websites like Facebook and Twitter. Two primary drivers have contributed to the adoption of social media platforms by political parties in India. The first goal is to communicate with millions of prospective voters

who would otherwise be difficult to meet in person. The second goal is to communicate with more than 90 million Facebook users who are anticipated to impact the upcoming election's outcome. In 2019, more than 100 million people were registered to vote in the United States. Today, it is third parties, primarily individuals and foundations or non-profit organizations, that are driving the interchange of political knowledge in order to stimulate the active participation of new people in Indian politics.

Networking online among women and minorities was studied by Knouse and Webb (2001). According to the results, employees can only be successful in their careers by using social networking sites to find the knowledge, guidance, feedback, and social support they need. Researchers discovered that white men benefited greatly from their extensive social networks, whereas women and minorities lagged. Scholars discussed using online platforms to build stronger support systems for women and minorities.

Marcella (2001) analyzed modern-day female Internet users. The gender makeup of the Internet's user base has shifted significantly over the past few years, as the survey found. According to the expert, women increasingly turn to social media to enjoy life's pleasures and overcome negative emotions like uneasiness, fear, and hopelessness.

Madhavan et al. (2003) studied women's fertility choices and looked into the effect of social networking sites. Researchers found that network effects on contraceptive use varied significantly across young and older women. Scholars recommended that the initiatives consider women's wider social networks in addition to their individual and family circumstances.

The influence of social networks on battered women in shelters was investigated by Levendosky et al. (2004). According to the study results, many network members were in abusive relationships. Scholars found a strong correlation between women's mental health and social and economic security. In light of the present intervention tactics for battered women, the scholars suggested community-based interventions.

In their research "Creating Political Awareness Through Social Networking - An Empirical Study with Special Reference to Tamil Nadu Elections in 2011" Rajalakshmi Kanagavel and Velayutham Chandrasekaran (2014) investigated whether and how the increasing use of social media, particularly Facebook, by young adults

affects their attitudes and participation patterns in politics. They employed a survey method and delivered questionnaires to Facebook users online. Social media technology help to bridge the digital divide and provide marginalized groups a voice. The findings clearly reveal that young individuals are involved in political activities both online and in real life. Social networking platforms, like Facebook, may also create an atmosphere for unengaged people to investigate political action, which eventually transfers into real-world political participation.

According to Biju (2016), the Internet is a source of political unrest in India. In “Political Internet: State and Politics in the Age of Social Media” he broadens the public sphere to include social media & investigates its significance in detecting the 28 grassroots movements of rebellion and protest. The author discusses the significance of the Internet, a global technology, in defining discussions regarding the concept of a nation-state, specifically about India, as well as in the context of diplomacy and international relations.

Curry, K.E. (2018) provided an Overview of "Politics in the social media Era: The relationship between social media use and political participation during 2016 United States P study to examine the relationship between an individual's use of social media, their use of traditional news media sources, and whether or not they turn out to vote.

2. Curry, K.E. (2018) provided an Overview of "Politics in the social media Era: The relationship between social media use and political participation during 2016 United States P study was to examine In order to finish the study, the researchers used data from the American National Election poll that was taken during the 2016 presidential election in the United States. The research findings indicate an unlikely beneficial association between social media and turnout. The findings differentiate between people who favor traditional news media sources and those who choose social media as their primary source of news and information. Those more comfortable using social media tend to have less political awareness and lower voter participation than others. The use of social media did not increase political knowledge or the percentage of people who voted. The study found that social media did not influence voters' decisions. On the other hand, traditional media such as television, newspapers, radio, and the internet continue to affect an individual's right to vote.

Sozhiya, S. & Jasmine, S. (2018). Examining the political engagement and political awareness among young people, as well as the political awareness among young people as a result of civil society groups, was the purpose of the topic "Political resources of youngsters in Tamilnadu: An analysis," which was discussed. The information was gathered from a combination of primary sources and secondary sources. The method used was random sampling, and the total number of people in the sample was restricted to just 300. According to the findings, the level of political awareness among young people was extremely low, but the level of political interest among young people was quite high. According to this research, the young people of Tamil Nadu criticize the government not for its ability to maintain law and order but for various other shortcomings. The study found no significant difference in the level of awareness among young people in Tamandu due to the civil society organizations. This is likely because the participation of young people in political activities is very low, which can only be improved with the cooperation of this civil society organization.

Browne (2014) discovered that Indians are quite active on numerous social media platforms, with 88 percent of users contributing content on their social media accounts and spending a growing amount of time on the sites listed below. "Millions of people use social media sites, and cell phones are the first pieces of technology to report on breaking news throughout the world."

"Social media and Political Participation in Nigeria During the 2011 General Elections: The Lapses and Lessons" was explored in Nnanyelugo, O. and Nwafor, K.A. (2005). This study aimed to investigate how social media use influenced political involvement in the nation during the general elections in 2011. The research was conducted using a survey research design as the methodology. The primary goals of the study were to determine the role of social media, the gaps in the use of social media, and the lessons learned from the use of social media for political engagement in Nigeria during the general elections in 2011. A questionnaire was used to collect the necessary data for the study, with a sample size of 384 participants. According to the findings of the research conducted, social media had a significant impact on the general elections that took place in Nigeria in 2011. Individuals would utilize social networking sites like Facebook and Twitter to keep up with their favorite politicians and political parties. They submitted political remarks and videos and used messages,

photographs, and a wide variety of other activities, such as poke, for political campaigns.

Burson-research Marsteller's team discovered that Facebook and Twitter are the two most popular social networking platforms for political communication. According to a survey, Twitter is the first alternative for leaders and ministries, based on the number of governments that utilize the site. They examined 793 government Twitter accounts from 173 different nations. Facebook is the second most popular social networking site among government officials, and it is where they have the most followers. On the platform are chiefs of state and foreign ministers from 169 countries.

Facebook pages appear to be more frequent than Twitter handles, with 31,000 likes per page compared to 14,000 followers per Twitter account. YouTube is the third most popular social media platform among governments. Despite the fact that all three social media sites are categorized based on their popularity, they each have distinct qualities and personalities.

According to Jose Marichal (2012), "the Facebook Effect on Political Processes" analyzes how the architecture of disclosure on Facebook influences the formation of individuals' political identities. This study was conducted to determine the extent to which Facebook plays a role in political processes. The definition of Facebook democracy stresses how Facebook and social connections influence crucial areas of political engagement and social mobilization. Consider Facebook(FB) as an architecture that investigates how social media originally distinguished political action. This study provides new insights into both the difficulties and the opportunities for innovative communication approaches.

'Knowledge Gap Hypothesis in the Context of Youth Political Participation with Reference to Social Media Users' In this study, the researcher proposes a paradigm for explaining the unequal distribution of information. In the current setting, technological advancement may exacerbate the disparities in awareness amongst socioeconomic sectors. In terms of youth political engagement, this conceptual study analyses both old and new media that are more credible, socially concentrated, and powerful, and investigates the reasons for the increase in the gap in political awareness in society. It evaluates the economic, educational, cultural, and social aspects that are responsible for determining the awareness gap in society. It also

clarifies the exposure of youth to human interests and news conflict frames as a result of their use of social media. As a result, there is a gap in young people's knowledge of policy information.

Based on a social networking theory, Samuel and Namatovu (2015) conducted a study on the influence of the dimensions of social networks on the growth aspirations of female entrepreneurs. Their research was based on the question, "How do the dimensions of social networks affect the growth aspirations of female entrepreneurs?" According to the research findings, the relationships between the other measures of social networks, such as social support, the debate of business ideas, equality of network members, and growth, are insignificant. The academics advocated for the utilization of metrics that are both positive and constructive when measuring entrepreneurship-related characteristics.

In their research from 2015, Priya and Sakthi investigated the effect social media has on women's economic empowerment. According to the study's findings, technological advances have been incorporated into social media platforms, making them more useful for female entrepreneurs. The researchers concluded that social media has successfully fulfilled its role as an instrument in bringing about economic empowerment for women. The researchers thought that women should be given more agency through social media.

Winkelman et al. (2015) investigated the prevalence of cyber harassment experienced by female social media users. According to the study's findings, participating in social networking activities has become essential to the global online experience. The researchers noted that using digital media expanded their spheres of influence, enhanced their access to knowledge, encouraged innovation, and built their confidence in their ability to use technology. The researchers advocated for health educators, counselors, social workers, and other practitioners to campaign for laws preventing online crimes.

Kumar (2016) analyzed the importance of protecting women's right to free speech on social media. According to the study's findings, there is an urgent requirement to take the necessary steps to address the problem of human rights violations committed against women. The professor stated that there was a need to implement suitable processes to ensure that women's complaints are addressed quickly and effectively on

social networking sites. These mechanisms need to be put into place. The professor proposed that the cyber cell should become an efficient source for the execution of the law in order to protect women.

Researchers Fardoulya et al. (2017) investigated the impact of women's everyday lives on appearance comparisons made via social media, traditional media, and in-person interactions. According to the study's findings, users' concerns about their body image, mood, and behavior around their diet and exercise were significantly affected by social media. The researchers pointed out that social media intervention programs could highlight the idealized nature of the images and content uploaded to social media and encourage students to deconstruct these idealized self-presentations to lessen the detrimental effects of comparisons made in this context.

Julie Mac Leavy reviewed the book "Women, Politics, and Power: A Global Perspective" by Pamela Paxton and Melanie M. Hughes. The book gives a comprehensive examination of women's present political power. The author examines several topics of women in politics. According to the authors, there is currently minimal blatant discrimination; that is, most nations grant the legal right for women to participate in politics, but there is still a lack of visible women in political life. Second, the author focuses on women's struggles for the right to vote in the United States, followed by the latent curve model used to examine the graphical depiction of women in politics. The latter portion of the chapters investigates the impact of culture and social structure as supply-side factors influencing the number of women in power. Finally, the Women Power Index is used to assess women's political power around the world.

The research titled "Empowering Women" was conducted in 2007 by Amy C. Alexander and Christian Welzel. According to the author, numerous bodies of research point to the possibility that the following aspects may play a significant role in providing explanations for the growing empowerment of women:

- Socioeconomic development
- The rise of gender-egalitarian attitudes that transform economic development into a cultural process of human development
- Historical legacies resulting from a society's political and cultural traditions
- Institutional design aspects

This is the first study that evaluates these factors' impact on the following four aspects of gender equality: advances in basic living conditions, civic involvement, positional empowerment, and political representation. The degree to which a society has embraced cultural modernity is essential in explaining all elements of gender equality. Other factors, such as socioeconomic conditions and institutional design concerns, are responsible for the development of some of these factors. It does not appear that thoughts of historical legacy are essential variables in any aspect of gender equality that can explain why things are the way they are.

In his paper titled "the Dynamics of Political Communication: Media and Politics in a Digital Age" Richard M Perloff (2013) examined certain issues concerning current political communication conceptions and views. These are the concerns: -How do news and political advertising affect us? How are politicians using this platform to influence voters? Are citizens well informed about political issues? Do 21st-century political communications adhere to democratic ideals? He discusses the ever-changing political communication scene and takes us on a tour of the various disciplines. Authors in this subject examine significant problems such as agenda-setting, political socialization, and biased concerns that develop during campaign coverage.

A study on the importance of incorporating technologies for social networking into educational settings was carried out by Lockyer and Patterson (2008). According to the findings of the study, the development of social networking sites has increased accessibility and use to levels that were previously unattainable in modern times. The researchers observed that there needed to be more analyses of the possibilities or effects of such projects. The academics provided several recommendations for improving the use of social media in the context of higher education.

Oradini and Saunders (2008) investigated the students' use of social media platforms while they were enrolled in higher education. According to the findings of the survey, kids in today's modern society use social media for a variety of different reasons. The researchers discovered that the students attending higher educational institutions should have used social media with the attention and discipline required. The researchers advocated for the right application of social media platforms in the context of integrating social networking technology into higher education.

Santos et al. (2009) investigated the extent to which students in Singapore and Brazil use social networking sites for educational purposes. According to the survey findings, social networking websites like Facebook and MySpace have gained popularity among students of all ages. According to the researchers, the students in Singapore used social networking sites (SNSs) to engage with their peers, whereas the students in Brazil had a better sense of community. The academics recommended that future studies concentrate on determining the factors that underlie the lack of use of social media in the field of education.

Karpinski (2009) investigated how undergraduate and graduate college students utilized Facebook in their daily lives. According to the findings of the study, Facebook users had a greater increase in their level of knowledge than non-users. The researcher suggested that the university's administration investigate the possibility of implementing Facebook as a teaching tool to improve students' academic performance. The researcher proposed that Facebook should be utilized more frequently to encourage improved time management skills actively.

Ellison et al. (2006) investigated social networking sites' effects on our culture. According to the study's findings, the students were able to preserve previous connections and create new interactions during their transition to college with the assistance of social media platforms like Facebook. According to the researchers, social networking websites were also utilized by large segments of society for various reasons based on cultural and socioeconomic variables. The researchers recommended that users receive sufficient education on how to select and effectively use various social media platforms in today's current times.

Al-Rahmi and Othman (2009) researched to investigate the effect of social media on college students' academic performance. According to the survey findings, students have become more receptive to and active social media users in recent years. The researchers observed that social media platforms are college students' most vital communication tools. The academics recommended that the potential of social media should be utilized to advance students' academic careers.

Hamid et al. (2009) researched how students in higher education use online social networking. According to the survey findings, young people use social networking sites for objectives largely unrelated to their education. The researchers concluded

that online social networking might be taken and repurposed to facilitate the delivery of educational programming. The researchers advocated properly utilizing OSN activities for producing material, sharing that content, communicating with others, and socializing collaboratively.

Ndaku (2009) researched to determine how students' social media use affects their academic achievement. According to the study's findings, students can benefit from social media by increasing the intellectual contacts they have and generating more intellectual resources. The researcher concluded that educational functions were not included in the design of social networking sites. The researcher advocated that those involved in education and social media should strike a balance between encouraging students' participation in social networking and their participation in academic pursuits.

Valenzuela et al. (2009) conducted a study on the use of Facebook by college students, and their findings were published in the journal *Social Networks*. According to the study's findings, Facebook is the social networking site used most frequently by college students in the United States. The researchers found that the students' happiness levels, social trust, civic engagement, and political participation were all positively correlated with the amount of time spent on Facebook. The academics advised the college students, recommending that they refrain from misusing the social networks available online.

An investigation into the influence of Facebook on the academic performance of students enrolled in graduate and undergraduate programs was carried out by Pasek and colleagues in 2009. According to the study's findings, people with better grade point averages were more likely to use Facebook. The researchers concluded that Facebook users and non-users were not significantly different. The academics advocated that students should be allowed to use social media for school-related projects and responsibilities.

Pempek et al. (2009) investigated how college students utilize social media platforms in their daily lives. According to the study's findings, the students regularly utilize social networking sites like Facebook as part of their daily routines. According to the researchers' observations, the primary purpose for students' usage of Facebook was to engage in social engagement, primarily with friends with whom they had already

maintained an offline relationship. The researchers have proposed that a comprehensive investigation of social networking sites' impact on students should be carried out to safeguard their personal and academic interests.

Silius et al. (2010) investigated the utilization of social media in academic settings. According to the study's findings, pupils' learning had been boosted by using social media. The researchers observed that students' capabilities in the domains of engineering and mathematics were improved through the use of social media. The researchers proposed that using social media in educational settings has to be carried out based on a scientific evaluation of the advantages and disadvantages of such applications.

Junco et al. (2010) conducted research to evaluate how using Twitter affects the level of engagement and grades of college students. According to the study, exposure to social media significantly impacted participation levels more than the control group. The researchers observed that the students and the teaching staff were intensely engaged in learning in ways that went beyond the typical classroom activities. The researchers hypothesized that Twitter might be implemented in classrooms as a form of instructional software to encourage pupils' active participation and speed up the learning process.

Kang (2010) researched to investigate the trustworthiness of social media in today's culture. According to the study's findings, blogs are the social medium that contributes the most relevant information to the field of communication management. According to academics, developing a trustworthy and effective approach to evaluate the authenticity of blogs is difficult in the absence of a mechanism that can guarantee their validity and dependability. The researcher saw several important repercussions that could contribute to the blog's increased credibility.

Agosto and Abbas (2010) investigated high school students use of social media and their associations with one another. The research showed that the students actively participated in the consumption activities associated with social media in current culture. The researchers observed that social media served as useful tools for effective communication that was both rapid and easy and encouraged the active establishment and maintenance of relationships. The researchers advocated that

students focus their use of social media primarily on establishing their academic networks.

Blankenship (2010) conducted research into the effects that social media have had on higher education. According to the survey findings, the proliferation of social media has led to higher education institutions employing this medium to both sell to students and potential students and engage with them in a more effective manner. The researcher pointed out that academic institutions have begun incorporating social media into their teaching and learning activities. The researcher advocated for the utilization of social networking websites in order to advance inclusive educational growth.

In his research published in 2010, Selwyn investigated the application of digital technology in educational settings worldwide. According to the study's findings, using digital technology is something that many educators, students, parents, policy-makers, and even academics tend to approach as routine rather than deliberate practice. According to the expert, those in charge of formulating public policy needed to adequately address the social, cultural, economic, political, and commercial components of schools and the educational process in this modern era. The expert advocated that educational institutions should adopt the utilization of digital technology in order to advance the students' educational advancement.

Collin et al. (2011) researched to investigate the positive effects that using social networking sites can have on pupils. According to the findings of the study, social networking services (SNS), which include websites like Facebook.com and Twitter.com, have quickly grown in popularity and are now an essential component of regular communication in Australia. The researchers noted that young people in Australia benefited in numerous ways from using social media, an observation made by the experts. The researchers advocated for the students to make use of social networking sites like Facebook and Twitter in order for them to adapt successfully to new circumstances and pressures.

Ahmed and Qazi (2011) investigated social networking sites' influence on academic performance. The study's findings showed that pupils have benefited in several ways due to their exposure to social media. The researchers discovered that students effectively controlled their time and completed all the necessary academic

prerequisites. The academics proposed that students should be appropriately encouraged and guided on the habits and usage of social media platforms to ensure optimal results.

The book “Social Media and Election Campaigns: Key Tendencies and Ways Forward” intends to concentrate on additional research in the disciplines of social media & political communication by looking past the hype and ignoring considerably more eye-catching and spectacular situations. It concentrates on established democracies, small nations, and enormous continents, as well as smaller and big political parties that are not currently in political crisis. Research into new practices at the national and local levels in the United States, Europe, and Australia allows us to analyze current changes in different regions and countries. Contributors examine how digital channels interact with other forms of political communication, as well as how politicians and the general public use social media platforms. This book brings together a more interdisciplinary group of academics to present cutting-edge methodological approaches based on a combination of qualitative and quantitative analyses to discuss emerging developments in political mediation, campaign communication, and questions of citizenship and democracy as they are expressed on social media platforms. The book is titled "The Future of Political Mediation, Campaign Communication, and Questions of Citizenship and Democracy on Social Media Platforms.

"Tim Highfield (2016) investigates political discourse in “Social Media and Daily Politics” as natural phenomena on microblogging sites Twitter, Facebook, Instagram, blogs, and so on. He investigates the personal and the political, the serious and the foolish, and the ordinary within the spectacular as politics emerges from seemingly basic and irreverent issues. The study contains worldwide examples and emergent behaviors from the Arab Spring, Occupy, #jesuischarlie, Eurovision, #blacklivesmatter, EverydaySexism, and #iwillridewithyou, as well as Vines from Australia.

Social Media and Daily Politics confronts two competing approaches to social media analysis: one that recognizes its political importance and the other that sees it as wholly private. Rather, High Field sees social media as a technological advance that facilitates personal and political relationships. The consequences of such aided

interaction remain unknown. The high field mapping of social media's transformative impact is not yet conclusive, but it is a useful starting point for future research. The book not only informs postmodern society's media and technology literature, but also sociological and anthropological research that are socially influenced by this altering innovation dubbed 'social media'.

'Tweets and the Streets,' by Paolo Gerbaudo, tackles the issue of new political campaigns in the twenty-first century. Paolo G analyzes the relationship between the globalisation of social media and the creation of new kinds of protest, ranging from the Arab Spring to the 'indignados' protests in Spain to the Occupy movement.

A research was conducted by Kikruneino Kuotsu (2016) entitled "Political Knowledge and its Effect on Political Participation: A Gender Study in Nagaland, India." According to the study's findings, compared to men, there is virtually no representation of women in elected institutions. Education, location, and gender are the only factors that positively correlate with political awareness. According to the study results, political awareness had a considerable effect on the level of engagement in male voters' electoral activities. However, it only had a marginal effect on the participation of women voters. Sharma, B.M., and Choudhary, M. (2014) researched the level of political awareness among students in senior secondary schools. The survey findings showed no discernible difference between male and female students, urban and rural students, students attending government schools, and students attending non-government schools. Nonetheless, the academic path that each pursued was rather different from one another.

A study on the level of political awareness and value held by adolescent boys and girls was carried out by Kauts, D.S., and Kumar, B. (2014). According to the data, males and females from various value groups possessed an equivalent level of political awareness. Commerce & science students with higher value scores in the Non-political science group have better political awareness than students with lower value scores. Girls from business backgrounds outperform boys in terms of political awareness. According to the preceding reviews, the current study differs from others in terms of population, sample size, and demographic variable selection.

Smith, K. (2011), in thesis "Social Media and Political Campaigns," "Attempts were made to examine the consequences of usage of social media in political campaigns &

its future prospects. The study also looked at President Barack Obama and his campaign workers' use of social media during the 2008 presidential election campaign. According to the study, social media has played a significant role in political campaigns and the development of political literacy, and it will continue to play an essential role.

“The Impact of Social Media on Political Participation Among University Students: An Analysis of Survey Results from Rural Pakistan” (SAGE, July 2019). Uses and Gratification theory was used in this study. The findings show that many of students utilize social media to become politically aware. Political efficacy is heavily dependent on online political involvement.

Sponcil, M. and Gitimu, P. (2011) did a study on the "Use of social media by college students: Relationship to communication and self-concept". The purpose of this study was to look into how college students utilize social media and how it affects their interactions with others as well as their self-concept. The researcher employed a straightforward and stratified sample strategy to assess the amount of social media usage among college students. The investigator selected a sample size of 96 from the sample population. According to the study's findings, all of the college students studied used at least one type of social networking platform. According to the report, social networking sites enable new and creative methods to communicate with others, and Facebook and Twitter have become the most popular websites among college students.

Jain, Madhur and Gupta, Palak completed a research on the topic, "Impact of Social Networking Sites in The Changing Mindset of Youth on Social Issues: A Study of Delhi/NCR". This study was conducted on young people between the ages of 18 and 30 in order to determine the degree of understanding of social issues & how much social media have awakened young people today to share their opinions on current or pressing issues such as corruption, human rights, girls' education, and so on. There are so many pressing issues around us that we need to consider and act on the fact that it is an alarm for us to be aware of society and its difficulties. To make a difference, current concerns such as human rights violations, girls' education, the detrimental 27 impacts of global warming, inappropriate actions of political leaders, crime against women, corruption, and so on must be addressed openly with society. Social

networking platforms on this sort of media give a place for debate on such matters, on which the bulk of the population relies and enthusiastically supports.

Understanding of political matters by citizens is necessary for the efficient operation of any democratic economy (Lee et al., 2014), and a well-educated and informed citizen appears to be a country's baseline for evaluating its political status. Otherwise, due to a lack of vital political information, residents should have difficulty comprehending political affairs and engaging in civic involvement (Popkin and Dimock, 1999). For measuring political knowledge, researchers queried respondents about party name and affiliation, party events, rules and regulations, international political leaders (Kunovich, 2013; Barabas et al., 2014; Strabac and Aalberg, 2011), and women's participation in politics, among other things. Furthermore, media consumption may alter political understanding since people receive diverse news and information from various sources.

A political usage of social media is the debate of political topics & ideas via an online platform that falls under the definition of social media. Researchers have investigated how to engage with politicians or political parties through news (Bakshy, Messing, and Adamic, 2015; Barthel et al., 2015), sharing views, ideas, or having political discussions through online or offline media. Citizens have direct interaction with political leaders via social media, which may influence their political attitude, political interest, political knowledge, political behavior, and so on (Wang, 2007; Ediraras et al., 2013; Holt et al., 2013; Wang, 2012).

Initially, the most optimistic experts predicted that the Internet would fundamentally alter the functioning of democracy by expanding popular participation (Barber, 1998). However, the purportedly good benefits of the Internet on political involvement have not gone unnoticed. Some doubt whether there is any effect at all, because it only allows previously active citizens to participate in online activities as well (Bimber, 2001). According to this argument, the Internet only gives another instrument for the already active; it does not assist in mobilizing previously passive citizens. Browne (2014) discovered that Indians are particularly engaged on numerous social networks, with 88% of users sharing content on their social profiles & spending more time on the sites. According to Russell J. Dalton (2011), e-democracy gives new chances for discussion and decision making, and his study discussed how, while websites were

unheard of in the early 1990s, they are now a standard and expanding element of electoral politics. The Internet is used to convey information by a wide range of political organisations, parties, & interest groups. As a result, the 2005 CDACS study discovered that 17% of Americans had visited a political website in the preceding year to gather political information. The blogosphere is another new source of political information that has the potential to empower individuals as an alternative to traditional media. The Internet can also be a source of political activism, such as online petitions or cyber protests.

The Research titled "Imagined Communities Awareness, Information Sharing, and Privacy on Facebook" was carried out by Alessandro Acquisti and Ralph Gross in 2006. The purpose of the study was to understand the fundamental demographic or behavioral differences between the communities of network members and non-members, as well as the impact that privacy concerns have on the behavior of network members. The researchers concluded that age and student status are the most important factors to consider when determining who can join Facebook. However, worries about privacy play a role, but only for students not enrolled in undergraduate programs. The vast majority of users are aware that their profiles are viewable by others, and they rely on their discretion to control the information they make public about themselves. However, they do show that there are significant discrepancies between the privacy concerns that were articulated and the actual information disclosure behavior.

Users' willingness to share information and make new connections was influenced by their confidence level in the site and other members, a phenomenon that Dwyer et al. (2008) studied. Researchers examined how worried about online privacy could affect one's willingness to network and exchange information. Researchers looked at the similarities and differences between the two social networking sites. The results showed that friends might be made online even when people do not trust one other and do not feel safe sharing personal information. The comparison examination found interesting parallels and differences between the two locations.

Social networking sites were the topic of Ellison et al. (2007).s discussion. The primary objective of this study was to examine how Facebook usage impacts social capital formation and maintenance. Regression analysis was used to examine the

findings of a survey given to undergraduates. The survey found that Facebook was mostly used to make new friends and keep in touch with existing offline contacts.

Saroha J.K (2016), in his study titled "Political Awareness among Youth," emphasizes how television programs on political debates have a huge impact on the youth and their political awareness. It entails learning about politics and politicians as well as obtaining a better understanding of various governance challenges. The youth believed that most of the shows offered good opportunities to guide them into leadership and political careers. The survey was carried out in Nairobi, Kenya, among youth aged 18 to 24, who made up 75% of the population at the time.

In his paper "The Success Elements of the Social Network Sites Twitter," M. Banbersta (2010) attempted to explore the success factors of Twitter from both a company and a user's standpoint. The primary goal of the investigation was to identify the factors that influence the success of a social networking site. Specifically, Twitter? The researcher discovered Twitter to be a vital method of communication for users to transmit their views to society, as well as a success tool for business perspective that aids in profit obtaining through online communication.

Jhansi Rani J (December 2001) began her PhD research on "Political Awareness and Political Participation of Women in Guntur District" In the Guntur district, she studied, there are 19 constituencies, 57 Mandals, and 1745 villages. Ten towns were chosen for the study using simple random selection, and 200 women respondents were chosen from among the 6,540 votes cast in all ten villages using random sample procedures. The study's findings revealed that women's social status, political status, and opinions are rapidly changing as a result of higher education opportunities for employment in more prestigious occupations, and women are influencing political decisions as a result of these higher educational opportunities. The survey also discovered that films and radios have impacted political conduct to the point of honoring N.T.Rama Rao as chief minister twice, and regional newspapers, particularly 'Eenadu' and 'Vaartha,' had a strong influence. Women impact political decisions as a result of education, mass media exposure, and increased political consciousness. Knowing political information allows people to affect decision-making, as the researcher seeks to demonstrate.

In their study "Does Location Difference Determine Political Awareness?" Sasikala V and Francisca S (2017) investigated political awareness among 1611 students from Arts and Science institutions in Tamil Nadu. Data was collected using schedules, and it was analyzed using mean, SD, and ANOVA. The findings revealed that most college students are politically aware, and their various localities have a significant influence in determining political awareness.

In their essay "Women's Political Participation in India," R.Vijayakumari and K.Gangadhara Rao (2014) reveal that women account for about 49% of the country's population. However, women receive little attention during elections, whether through interview coverage or by holding the center stage during political campaigns. The authors used data gathered by the Association for Democratic Reforms, which examined self-sworn affidavits of 5380 candidates who ran in the 2014 Lok Sabha elections. The researchers concluded that, regardless of national or regional political parties, the number of women candidates representing the parties has not increased. Political parties led by women have also not increased the number of female candidates. Furthermore, the researchers point out that India's low proportion of female MPs stands in stark contrast to the increasing presence of women in urban and rural local bodies as councilors and ward members, which was made possible by women's quotas. 74 The researchers believe that the Women's Reservation Bill alone can increase women's political participation.

Under the sponsorship of the Assocham Social Development Foundation, Assocham conducted a study titled "We Are Bored of Social Networking" to investigate emerging developments in the use of youth networks and the time spent on these platforms. "From October to December 2011, Assocham researchers talked with around 2000 young people (equally male and female) between the ages of 12 and 35 in the urban centers of Ahmadabad, Bangalore, Hyderabad, Calcutta, Lucknow, Mumbai, and Pune. Approximately 55% of respondents in these cities said they have consciously reduced their time spent on social networking sites and are no longer as active and enthusiastic about their favorite social network as they were when they signed up. Almost 30% said they had deactivated or deleted their accounts and profiles on these websites. While the majority of remaining users stated that they have begun to maintain a low profile on social networking sites because their privacy is being violated."

According to the findings of the study conducted by Knight (2006), Adolescents are the members of society most prone to utilize instant messaging capabilities offered by various websites. According to the findings of the survey, members of older generations are also active on social media websites. This study also demonstrates that it does not matter how old the participants are, Members of social networking sites are developing their e-commerce platforms.

Catherine Dwyer, Starr Roxanne Hiltz, and Katia Passerini (2007) found out the results of the comparison of the study, which were able to show interesting similarities and differences between Facebook and MySpace. The research reveals that users of both sites expressed comparable levels of concern regarding internet privacy. The findings of this research show that members of Facebook have a higher level of trust in the site and its other users and a greater willingness to include identifying information in their profiles. On the other hand, members of MySpace are more engaged in the process of developing new relationships.

Based on these findings, it is clear that the relationship between trust and concerns over one's privacy in social networking sites still needs to be understood to the degree that would allow for accurate modeling of behavior and activities.

In an essay published in 2007, Brendesha M. Tynes observes that engaging in social activities online through networks such as Facebook is more advantageous to the development of teenagers. In the same vein, the findings of this study indicate that excessive surveillance may prevent young people from accessing valuable opportunities for cognitive and psychological growth in the digital environment. These opportunities are available to young people.

The findings of this thesis suggest that participation in activities related to social media has a sizeable effect on the growth of knowledge management. According to the findings of this study, using social media in a methodical and manageable way paves the way for more efficient communication and the application of the information in a wider variety of contexts. According to the findings of this study, researchers found that the use of social media gives new opportunities for the development and implementation of innovations that bring together the expertise of employees. Similarly, the researcher offers the opinion that the usage of social media promotes corporate actions by boosting communication possibilities, the transfer of

knowledge, and interactivity to a more developed degree. When employees can readily communicate with one another and share the knowledge they have gained, the efficiency of the actions taken by the company improves.

According to her research findings, she discovered that the frequency of Facebook use by male and female respondents was identical. Students who attended school full-time and were younger were more likely to use Facebook. The majority of Facebook users who participated in the study reported that they did not believe using social media affected their level of academic achievement. In addition, she stressed that the findings do not necessarily imply that using Facebook leads to poorer grade point averages. Ala

Ala's investigation reveals the complex community structure, identifies the underlying processes shaping the network structure, and identifies a common structure across various networks. In his research, he has presented two different systems: the first is a system for preventing unwanted communication that takes advantage of the difficulty in establishing and maintaining relationships in social networks, and the other is a system for enhancing web search that makes use of the natural community structure that exists in social networks. 14. Greenhow and Robelia (2009), in this study, examine the use of social networking sites by low-income youth and find numerous social behaviors that provide a theoretical link to learning. Students in this study are seen utilizing MySpace sites to display creative work and obtain feedback from their network. Also, it was revealed that young people are experiencing social support for school-related chores, daily worries, and challenges. According to the findings of this study, using social networking sites can help youngsters better balance their lives at school and outside of it.

Two important topics, learner engagement, creativity, and the construction of an online identity, are discussed in this research section. These topics developed from the analysis and support a new wave of research questions. In addition, there is a need for additional study that focuses on students' everyday use of web 2.0 technologies and their use of web 2.0 to learn both inside and outside the classroom. In conclusion, some observations on how educational scholarship could be revolutionized by web 2.0 are presented in light of these themes.

The study also says that most college students have had access to the internet and computers for a significant portion of their lives and that they view social networking sites as frequently being a quicker and more convenient way to engage with one another. This study also observes that younger users know the danger and risks of using these sites. It suggests that it is a positive indicator that Indian youth are technologically savvy and socially active through social networking sites and possess social consciousness. This study also observes that younger users know the danger and risk involved in using these sites.

In their study, Josh Pasek and Hargittai (2009) investigated the connection between using Facebook and higher levels of academic accomplishment. According to the findings of this investigation, the researcher discovered that using Facebook does not have a significant association with academic achievement. In addition, the study discovered that changes in academic achievement were not correlated with using Facebook when demographic variables were considered. According to the findings of this study, Facebook does not significantly impact students' grades in general.

Amanda Lenhart, Kristen Purcell, Aaron Smith, and Kathryn Zickuhr (2010) explain in this report from the Pew Research Centre's Internet and American Life Project, which is part of a series of a report undertaken by the Pew Research Centre that highlights the attitudes and behaviors of teens and adults. This report is part of a series of a report undertaken by the Pew Research Centre that highlights the attitudes and behaviors of teens and adults. The Pew Research Center has compiled a series of reports, one of which is titled "The Internet and American Life Project Report." These reports examine the perspectives and actions of young adults and older people in the United States.

In his study "Political Fandom in the Age of Social Media" Komal H. Parikh (2011) examines how people use social media to form a non-traditional partnership between voters and politicians. The investigator employed the qualitative interview method. According to study, young voters were actively using social media.

In their research article "Role of Social Media in Government," Nath, M., and Kalita, P. (2012) investigate Indian citizens' participation in the use of social media initiatives by Indian government authorities. The case analysis method was employed by the investigator. According to the findings of the study, social networking sites have

become a platform for both the government and citizens to exchange ideas and interests. The study also suggested that effective use of online social media may help the government's popularity.

Karamanli, L. (2012) in his master's research project on "Greek youth civic and political involvement in the digital age" aimed to evaluate the participation level of Greek youth in political and civic activities on and off the Internet. The survey method was utilized by the researcher to collect information. The questionnaires were distributed to 400 Greeks, but only 325 responded. The findings suggested that young people in Greece were actively using social media, for political conversation on the Internet, which contributed to their political and civic participation.

Harshendra Pratap Singh (2017) did a study named "A study of political awareness among reserved castes' women in Lucknow area of U.P" The exploratory technique of research design was used to study 150 scheduled caste women. The study shows that political awareness among schedule caste women in Lucknow villages is poor. However, women from scheduled castes do not represent an apolitical stratum and do not lag behind women from high castes.

Nisha Mohan (2018) argues in her article "Problems And Challenges Of Women Participation In Politics" that women's participation in decision-making is critical for women's interests. The reasons for the consistent growth in voting % could be door-to-door voter registration, issued photo id, information on a polling location, political parties making specific and personal invites to women, and so on. The author claims that economically disadvantaged women are more concerned with daily bread issues than with bigger issues of women's development and national politics. According to the report, only 11 percent of women hold political office, with 26 women in the upper house, Rajya Sabha, consisting of 245 members, and 59 women in the lower house, Lok Sabha, comprising of 543 members, but in Sweden, 45 percent of seats are occupied by women in Parliament. Women's political engagement is hampered in great part by cultural and societal impediments such as violence, prejudice, and illiteracy. The threat of sexual violence, according to Martha Nussbaum (2005), is a substantial obstacle to women's political participation. According to the UN, the literacy rate among women in India is 53.7% and for men it is 75.3%, which affects

women's ability to grasp the political system and issues, as well as their ability to guarantee their political rights are exercised.

Following an analysis of the previous research, we may conclude that social media platforms such as Twitter and Facebook can inspire people to take to the streets in demonstrations; however, it is not yet clear whether these platforms are capable of genuinely encouraging citizens to participate in elections. It has been hypothesized in several different ways that the Internet and social media platforms have a greater impact on people's attitudes worldwide than print media. This impact, however, is only sometimes to the advantage of the people since it sometimes serves the interests of political candidates in terms of money, stability, and cultural status. In other words, it is only sometimes in the people's favor. " Current empirical research reveals a clear association between using the Internet and political results; this even encompasses political involvement, political efficacy, political knowledge, and participation (Kushin & Yamamoto, 2010)¹³ ". It is of the utmost importance to assess if the use of the Internet, specifically social media platforms such as Facebook, WhatsApp, YouTube, and Twitter, positively influence India's political performance and larger voter participation in India's general elections. One study scientist estimated that around 150 million individuals who had never voted before and were between 18 and 23 would participate in the general election in India in 2014. (Swamy, 2014).

As a source of political communication, social media is a novel phenomenon in India's political environment. According to the study's literature assessment, while the usage of social media has the potential to increase voter involvement in India, there is still data to be found that may support this assertion, as many Indian politicians have recently embraced social media as a platform for political campaigning. Between 2000 and 2004, Internet usage increased by 684% in India. Even smaller political parties like the Bahujan Samaj Party and Samajwadi Party had websites in 2004, in addition to the Bharatiya Janata Party and the Indian National Congress.

Despite widespread Internet usage during the 2004 elections, new media failed to engage the general public. In India, only 3.6% of the population had access to the Internet in 2004, and there were significant differences in the socioeconomic and educational levels of the populace. These are the two main causes of the same. In 2004, there were only 54 million computer-literate Indians; by 2009, there were 95

million. L K Advani, the BJP's candidate for prime minister in 2009, started a blog to reach a wider audience. Social media or the Internet had no discernible influence on the election results, even in 2009. Social media usage during the 2014 elections reached an unprecedented high, and Narendra Modi was dubbed by the Financial Times as India's first "social media" prime minister.

Malik et al. (2016) surveyed 368 Facebook users for a study titled "Uses and Gratifications of Digital Photo Sharing on Facebook" to better understand how users felt about sharing photos on the social media platform. Regarding the sharing of digital photos, the study identified six different gratifications, including information sharing, habit, attention-seeking, disclosure, and affection. The results of this study also showed that while there were differences in gender between the gratifications of habit and disclosure, social influence and disclosure gratifications were positively correlated with respondents' ages. In relation to the photos shared in the context of numbers, a negative correlation between information sharing and habit was discovered.

In their study titled "Mobile instant messengers and middle-aged and elderly adults in Taiwan: Uses and gratifications" Chau & Liu (2016) looked into how the elderly and middle-aged adults in Taiwan used the mobile-based instant messaging app LINE. They discovered that 89.9% of them had the app on their smartphones and that 96.6% of all users preferred to use it at home.

According to 96.6% and 73.2% of users, sending text messages and pictures was the main reason for using these instant messengers. In this study, it was predicted that longer per-day use times would result from stronger stress relief motivation and the use of LINE's features. Similar to this, using LINE's features had increased the frequency of use over the course of a week.

In a study titled "Usage of social network sites and level of awareness in cybersecurity: A study of college students in Chennai city" Deepalakshmi (2019) examined the social media usage and cybersecurity awareness of 1405 college students in Chennai. According to the study, the most popular SNS was WhatsApp (47.04%) and Facebook (45.90%), followed by Twitter (3.27%) and LinkedIn (8.75%). The majority were aware about cyber security precautions like installing antivirus (97.30%), having a file automatically downloaded (94.95%), blocking pop-

up windows (92.30%), & using anti-spam (92.03%). 57.94% of students said they did not use pirated software, and 77.10% said they deleted spam mail without opening it.

"Use of Social Media in Knowledge Sharing by the Research Scholars: A Case Study of Pondicherry University," Sevukan and Sudarsana (2015) investigated the degree to which 125 research scholars at Pondicherry University make use of social media (SM) to facilitate the exchange of information and ideas among one another. According to the study, all academics had prior knowledge of various social media platforms, such as Facebook (FB), blogs. 93.6% of research utilized social media technologies to communicate with one another on material pertinent to their work by researchers. The two biggest obstacles the scholars encountered when using SM tools were a need for more security (51.4%) and technological know-how (50%).

In their study titled "Motivating Issues Affecting Students' Use of Social Media Sites in Ghanaian Tertiary Institutions" Asiedu & Badu (2018) looked into the factors that motivate 204 sociology students from two Ghanaian universities to use social media regularly. The study shows that 92.5% of university users prefer WhatsApp, and 76% regularly access social media sites. This demonstrate a strong relation between age & social media use because users between 18 and 24 were more interested in using social media than users over 24. Additionally, the results showed that 84.2% of the students were satisfied and enjoyed using their preferred social media tool, with WhatsApp being the most popular communication tool among young people in place of Facebook.

In their study titled "Online Communication Self-disclosure and Intimacy Development on Facebook: The Perspective of Uses and Gratifications Theory" Lin & Chu (2021) looked at how the development of online intimacy affected people's loyalty intentions when they used SNSs to satisfy their desires. The study discovered that certain benefits offered by Facebook, such as recognition, network expansion, emotional support, and entertainment, increase social media users' intimacy with Facebook & its users.

"Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratification" was the title of a study by Gan & Li (2018) that looked at the impact of various types of gratifications on WeChat use and the continual intention towards it in China. The authors considered

four pleasures: social, utilitarian, technological, and hedonistic. 297 WeChat users provided the data for this measurement via an online survey, and the data were then subjected to PLSSEM analysis. The study found that three of the four gratifications had a significant impact on the intention to continue using WeChat. First, the term "utilitarian" refers to the practical sharing of information with others through various channels. Second, while reading the posts, hedonics pointed toward using WeChat as a tool for enjoyment, fun, and pleasure. Third, technology demonstrates that users had high media appeal, indicating that they thought of WeChat as a quick and simple way to connect with others. Fourth, social presence and interaction satisfaction found no significance in WeChat's long-term goals.

Al-Jabri et al. (2015) examined the relationship between social and personal factors and Twitter use in their study titled "Understanding the usage of global social networking sites by Arabs through the lens of uses and gratifications theory". The study discovered that Twitter use in Saudi Arabia was influenced by social interaction. The users' gender & experience somewhat influenced the use of self-presentation. Researchers discovered that users felt they were communicating with others through Twitter (M=5.31), which gave them access to a social platform or virtual gathering place (M=5.25). Users enjoyed using Twitter and said they would keep doing so in the future (M=5.13).

In their study titled "Why people use social media: a uses and gratifications approach" Whiting & Williams (2013) analyzed the uses and gratifications that consumers received from using social media & discovered 10 different uses & gratifications (U&Gs) by interviewing 25 SM users. Information seeking, social contact, time-passing, communicative utility, the acceptance of views and observation/acquaintance, sharing info., relaxation, & entertainment were the ten U&Gs that were officially recognized. The study also discovered that SM users claimed to use it to interact with various people, including spouses, coworkers, relatives, and old friends and acquaintances. The study also found that SM users used it for a variety of activities, including seeking information (80%), killing time (76%), amusing themselves (64%), unwinding (60%), expressing their ideas and thoughts (56%) and sharing useful information with others (40%).

Pang (2018) investigated whether microblogging could encourage participation in civic and political life. The study "Examining uses, gratifications and social outcomes among Chinese youth" examined the political engagement and psychological motivations of 426 microblog users in China..The author also discovered that women use microblogs more for entertainment and leisure than men do and that users with lower educational levels are more eager to seek out useful information about recent events in their area. Finally, the study discovered that the main motivation for using Weibo was the need for information, demonstrating that the critical factor affecting microblog users is information seeking.

Recent study has demonstrated that SNSs are rapidly adopted and have an impact on young people's social and political behaviour. As a result, there is a growing need to constantly assemble, track, analyse, synthesize, and visualize politically significant social media information. Social Media has become very popular media of communication in day-to-day life of almost everyone. Social media has changed the way of communication and has created contacts between various people. Social media has various impacts on society which in turn affects on their behaviour. Various articles have been written on the influence of social media. Some of them claim that it affects teens' behavior, others explain how it is helpful for information management, and others address the many gadgets that can be used to make social media more accessible. The usage of social media and its influence on various elements have been analyzed and discussed in several study papers, theses, and newspaper polls. After evaluating the relevant literature, it was discovered that studies on social media and its influence had been conducted; however, research on social media and its effect on women users have not yet been conducted. This study would thus help investigate the usage of social media by women users in their day-to-day existence and the influence of social media on many elements of their lives.

CHAPTER 3

RESEARCH METHODOLOGY

The focus of this research is on social media and the role it plays in fostering political awareness among Delhi's female residents. The researcher utilized a survey-based research approach for this study, and female users of social media platforms were considered for data gathering. It makes use of both primary and secondary sources of information. The secondary data use information gleaned from various sources, some of which are published while others are not. The primary data were gathered through the use of the survey method. The survey was carried out using the approach of convenience sampling. Information is gathered for a sample survey from each woman who participated in the study and was chosen using the convenience sampling approach.

3.1 Research Design

For this study, 330 women social media users are contacted from 11 districts of Delhi. These 330 female users are identified with the help of convenience sampling method. First question asked to each woman user whether they use social media or not. Accordingly, those are using social media are requested to participate in this study. For this study, women users are selected from 4 main groups of Age wise, Education wise, Occupation wise and marital status wise. Age group further classified into 18-21 years, 22-30, 31-40, 41-50, 51 & above. Education wise group further classified into No Schooling/ Illiterate, Higher secondary level, Graduate, Post –Graduate, More than Post Graduate. Occupation wise group classified into College Students, Working women, Housewives, and Self-Employed.

In the last marital status group distinguished women social users in married, unmarried and single category. These all types of female users are contacted and requested to participate. The questionnaire was prepared for the study. Female users are requested to give their opinion by selecting suitable option from the questionnaire. The data has been analysed with the help of percentage (%), chi have been drawn accordingly. Figure 3.1 shows the schematic diagram of research design for the present study.

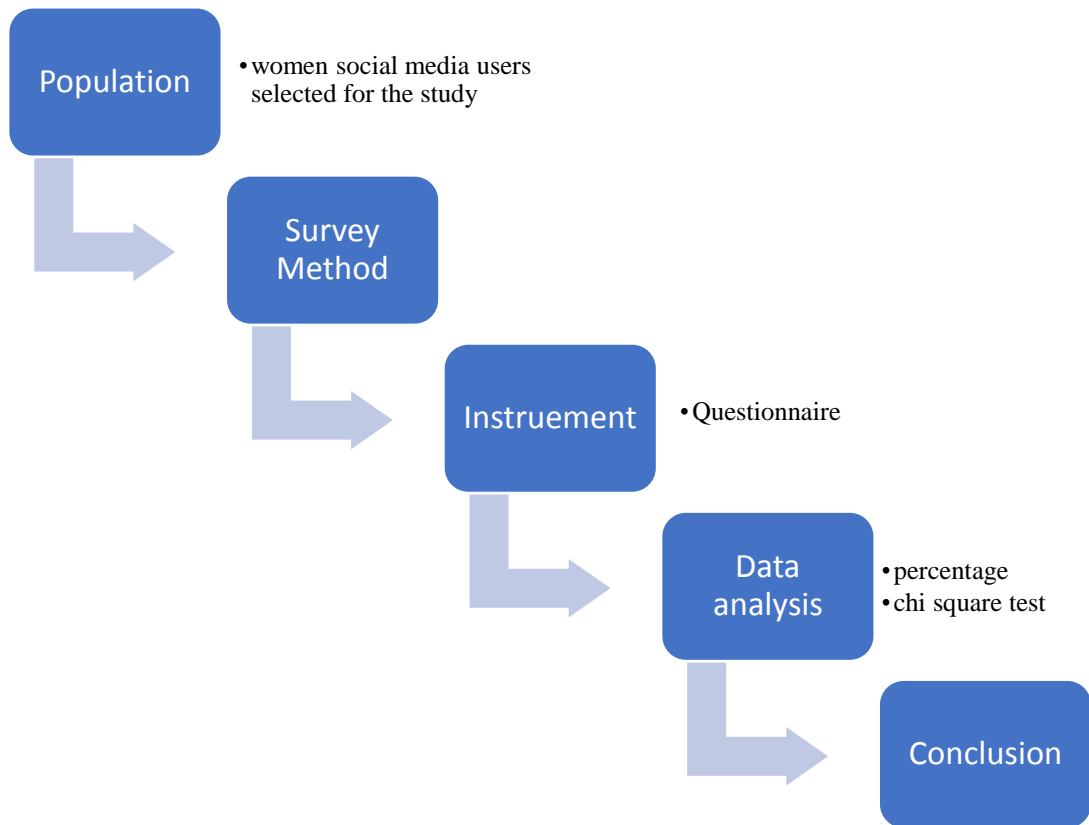


Figure 3.1 Research Design for the present study

Data Source

The Major source of data was primary. Secondary information was collected from various sources like research papers published in journals, books and e in newspaper were also used for secondary information. Primary information was collected from the women who use social media, and those are working in various organizations, housewives and self-employed from the 11 Districts of Delhi.

Universe

For the sake of this research, the city of Delhi was chosen as the location of the population. One of the metropolitan regions in India is known as the National Capital Region of Delhi. The capital of India and the largest city in India by both population and land area, Delhi is the second most populous city in the world. The 69th amendment act of 1991 to the Constitution of India bestowed upon the National Capital Territory (NCT) and the urban area around it the unique National Capital Region (NCR) status.

The political administration of the National Capital Territory of Delhi (NCT of Delhi) today looks more closely like that of a state in India; it has its legislature, high court, and an executive council of ministers that a Chief Minister leads. Both the central government of India and the city of Delhi are responsible for the administration of New Delhi. Because many cities are spread out over the metropolitan territory, Delhi is often referred to as the "city of cities." As a result, the National Capital Territory's capital of Delhi was selected as the principal research region.

The population of Delhi was measured at 16,753,235 during the census carried out in India in 2011. The comparable literacy rate was 86.34 percent, and the population density was 11,297 people per square kilometre. The sex ratio was 866 women for every 1000 males.

Table 3.1
Population of Delhi – As per Census 2011

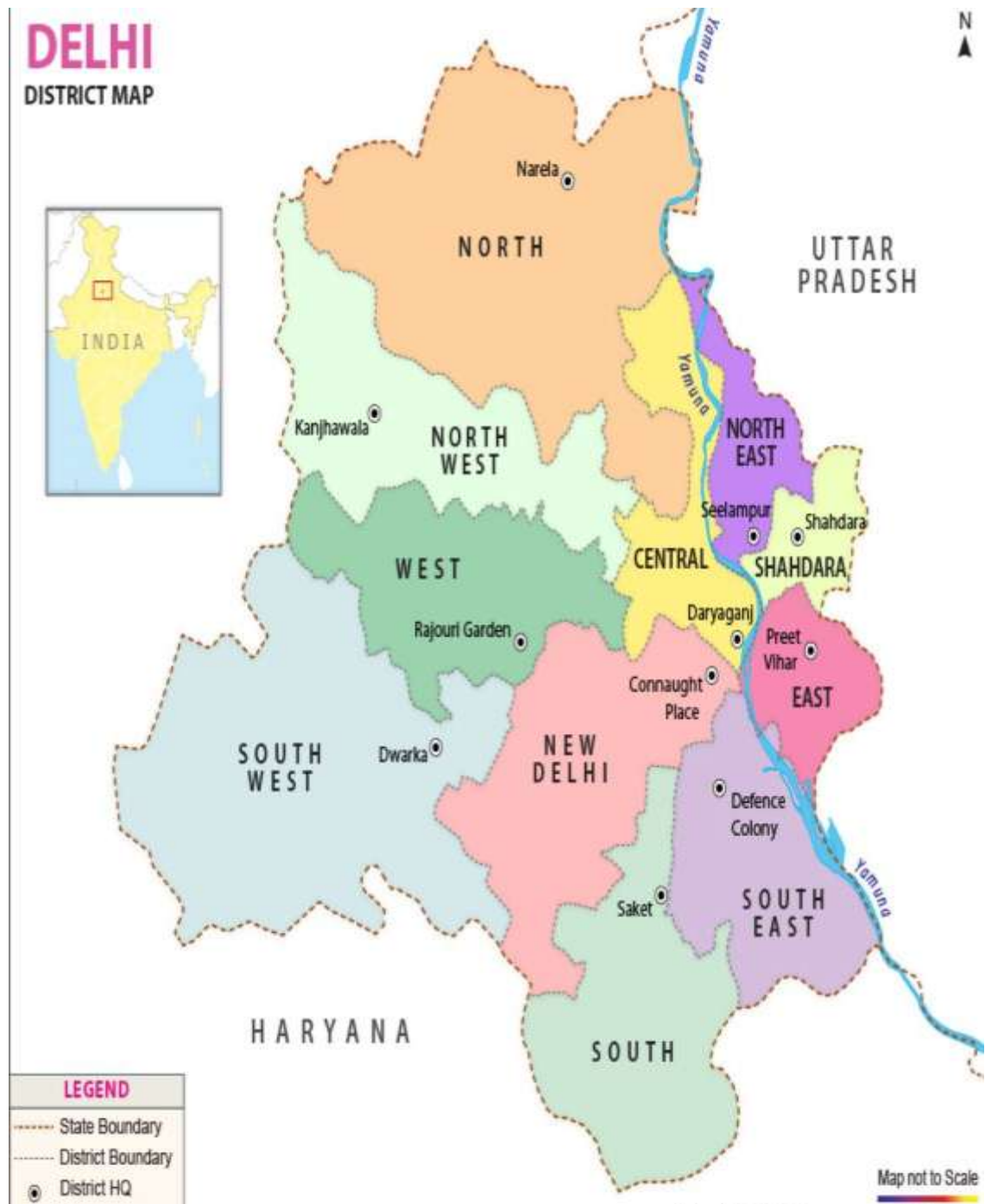
Total Population	
Persons	1,67,87,941
Male	89,87,326
Female	78,00,615
SC Population	
Persons	28,12,309
Male	14,88,800
Female	13,23,509
0-6 age population	
Persons	20,12,454
Male	10,75,440
Female	9,37,014
Others	
Density (Per Sq. K.M.)	11320
Area sq. K.M.	1483
Sex Ratio (per 1000 Males)	868
Literacy Rate (%) Persons	86.2
Literacy Rate (%) Males	90.9
Literacy Rate (%) Female	80.8

Birth Rate (per 1000), as per CRS, 2013	21.07
Death Rate (per 1000), as per CRS, 2013	5.52
Infant Mortality Rate (per 1000), as per CRS, 2013	23.94
Per Capita Income at Current Prices for the Year 2013-14 (Advance Estimates)	RS. 219979

Delhi was divided into 11 districts in September 2012, prior to that Delhi had 9 districts which came into existence from January 1997.

Table 3.2
List of Districts in Delhi

Sr. No.	District	District Head Quarter	Population (2011)	Literacy
1	Central Delhi	Daryaganj	582320	85.14
2	East Delhi	Preet Vihar	1709346	89.31
3	Shahadara	Shahdara	*	*
4	New Delhi	Connaught Place	142004	88.34
5	North Delhi	Narela	887978	86.85
6	North East Delhi	Seelampur	2241624	83.09
7	North West Delhi	Kanjhawala	3656539	84.45
8	South Delhi	Saket	2731929	86.57
9	South West Delhi	Dwarka	2292958	88.28
10	South East Delhi	Defence Colony	*	*
11	West Delhi	Rajouri Garden	2543243	86.98



(Source- <https://www.mapsofindia.com/delhi/districts/>)

Figure 3.2 Delhi District Map

Sample Size

A primary survey was used to observe the "Role of Social Media in Creating Political Awareness among Delhi Women" in Delhi. For the same goal, the researcher also carried out a sample survey in each of the 11 districts that make up Delhi. The researcher surveyed each of the district headquarters. Sampling the population that

was more convenient for the researchers had been used. During July 02-25, 2022, data was collected through a primary survey consisting of 330 respondents and was about internet participants in the National Capital Territory Delhi. Surveys are an effective approach for assessing activity on social media platforms.

Participants hailing from all areas of Delhi and displaying various demographic characteristics were included in the sampling frame. Three hundred thirty respondent views were acquired by a close-ended questionnaire (25 questions) with the variable of diverse aspects of the internet, social media, and online political activity. This data was collected from 11 districts, each with 30 respondents. Each of the districts in NCT Delhi has contributed an equal number of respondents.

Within the context of respondents' political opinions, affiliations with organizations and social movements, and political actions, the survey comprised 25 questions that gathered information regarding respondents' uses of the internet and the various forms of social networking channels. The first part of the questions consists of general information on residential address, the demographical profile of the respondents, marital status, educational and occupational details. 8 closed-ended questions were asked related to exposure to social media which intended to find out the interest in seeking political information and the use of social media platforms. Questions on political awareness were framed in order to find out how well informed the women respondents were towards political information. 12 questions were framed related to the number of names of women prime ministers, chief ministers, meaning of NOTA.

A knowledge scale was developed to calculate the level of awareness. Based on the number of right answers they were classified as high, medium, and low awareness levels. Those who scored more than ten were placed in a high political awareness category. Between 5 -10 were classified as having medium awareness level and those who answered less than 0-5 questions were categorized under low awareness level. Questions on political opinions, political interest, and constraints included statements of the five-point Likert scales which had to be ticked.

3.2 Operational Definitions

- For this research, the term "working women" refers to those women who have paid employment in an organized setting and get consistent income. The employment may be government or public sector jobs or maybe private ones.

- According to the findings of this study, the phrase "non-working women" refers to those who are not involved in business, do not get a regular income, and do not have jobs in the official sector. They are Homemakers or housewives.
- Political Awareness: A basic understanding of politics and the information related to electoral participation and political parties, leaders, their symbols, and the political system.
- Political Interest: Showing willingness and spending time in seeking political information and discussing and debating on politics.

CHAPTER 4

ANALYSIS AND INTERPRETATION

Analysis and interpretation of data are presented in this chapter. The data has been presented in the form of tables, charts, diagrams, and graphs. General information of the respondents consisting of the basic profile of the respondents, social media exposure, and political awareness of the respondents.

The analysis and interpretation chapter has four parts.

Part I

In this section, the general information that makes up the baseline characteristics of the respondents, which includes the demographic profile and the socio-economic status of the respondents are presented. demographic details were collected, including the age of the respondents, their educational qualification, marital status.

Part II

Many studies have proved that the social media has had a tremendous influence on the opinion formation of people towards political decisions. Delhi, there have been elections won by political parties based on the influence of Social media. In this study, it is intended to find out whether exposure of the respondents to the Social media influences their political awareness.

Part III

In this section, an attempt is made to study the awareness level of the respondents regarding political leaders, like information on women Prime Ministers and Chief Ministers in India, some of the questions to which the responses were collected and analysis was done and discussed in this section.

Part IV

To find out the role of social media in creating the political awareness among Delhi women is one of the core objectives of this research study and hence, in this section responses to 25 questions on the of the respondents are analysed and discussed.

PART I

4.1. Profile and Background of the Respondents

Women constitute almost fifty percent of the Indian population. Their contribution to the socio-economic development of the country is more than half as compared to that of men, by their dual roles. Yet their participation in formal political structure and processes remains insignificant. Political Empowerment of women is a key requirement for any country to achieve all-round development. The political participation of women plays a significant role in achieving political empowerment.

Women in Delhi are to a greater extent regarded empowered because they have access to education, health, employment, and other alternative sources of economic livelihood. The purpose of this study is to investigate the function that social media plays and the inclination of women toward political engagement, both of which are necessary steps toward achieving political empowerment. This research aimed to determine the degree of political awareness held by working women and women not employed in the city of Delhi. The study has been based on the analysis of data collected from 330 women respondents who are social media user, aged 18 years and above.

4.1.1 Demographic Background

The study was basically on women because their involvement and participation play an important role in the development of the nation. The Research is intended to Evaluate the social, economic, and political background of the women interested and involved in political activities and how social media platform plays and important role for the same. The study tried to find out the category of women social media users, who were using social media for seeking political information. A detailed profile of the women respondents was collected along with information on their marital status, qualification, caste, and community. The baseline profile of the respondents has been presented in the form of tables.

Age Group-Wise Distribution of The Respondents: When determining women's political awareness, age is a crucial factor to consider because of its significant role in the evaluation process. Table 4.1. shows the age group-wise distribution of the respondents.

Table no 4.1
Age Group Wise Details of Respondents

S.No	Age Category (Year)	Frequency (No: of Respondent)	Percentage (%)
1.	18-21	68	20.6
2.	22-30	124	37.58
3.	31-40	76	23.03
4.	41-50	32	13.03
5.	51 & above	10	5.76
	Total	330	100.00

The first-time voter in the age group of 18 to 21 was focused on more and hence, a total of 68 (20.6%) respondents belong to this age group. The number of respondents in the age group of 22 to 30 years is 124 (37.58%) and they are referred to as young adults for the study purpose. The next highest set of respondents was from the age group of 31 to 40 years comprising 76 (23.03%). The number of respondents in the age group of 41 to 50 years is 32 (13.03%). The last set of respondents was from the age group of 51 and above years comprising 10 (05.76%).

Educational Qualification of the Respondents: Literacy plays an important role in creating awareness of political participation and so the next parameter taken for the study was the educational qualification of the respondents. Table 4.2 gives the details of women respondents' educational qualification.

Table no. 4.2
Qualification of the respondents

S.No	Educational Qualification	Frequency (No: of Respondent)	Percentage (%)
1.	No Schooling/ Illiterate	8	2.42
2.	Higher secondary level	56	16.97
3.	Graduate	206	62.42
4.	Post –Graduate	44	13.34
5.	More than Post Graduate	16	4.85
	Total	330	100.00

Only 8 (2.42%) of the respondents in the study group were illiterate. 56 (16.97) % of the respondents had completed their high school education, 206 (62.42%) of the respondents were degree holders and 44(13.34%) of the women studied had done their master's. 16(4.85%) respondents were more than post graduated. The highest level of literacy has been showcased among the respondents studied.

Marital Status of the Respondents: In a patriarchal society, we know most of the decisions in the family are made by the male members and more so the participation of women in political activities. According to the studies among the male members, the role played by the husband in influencing their views and decisions is stronger.

Table 4.3**The marital status of the respondents.**

S.No	Marital Status	Frequency (No: of Respondents)	Percentage (%)
1.	Un Married	105	31.8
2.	Married	184	55.8
3.	Single	41	12.4
	Total	330	100

From the samples studied, 105(31.8%) of the respondents were unmarried and 184 (55.8%) were married. The third category "Single" is the women who are either, widows, or divorcees who constitute 41 (12.4%) of the respondents.

Occupational Status of the respondents: Table 4.4 depicts the Occupational status of the respondents.

Table 4.4**Occupational Status of the Respondents**

S.No	Occupation Category	Frequency (No. of Respondents)	Percentage (%)
1.	College students	12	3.64
2.	Working women	150	45.45
3.	House-wife	150	45.45
4.	Self-employed	18	5.46
	Total	330	100

College students comprised 3.64% of the respondents; working women made up 45.45%; Homemakers constituted 45.45% respondents and 5.45 of the respondents were self-employed.

PART II

4.2. Social Media Exposure of the Respondents

This section is focused on the role of social media in creating political awareness with the objectives of finding out to what extent the v social media influence the women, specifically concerning political information.

Frequency of using Social Media

The frequency of social media is taped by asking the question that how frequently they are using social media. The answers were coded as (“multiple times per day-, once per day-2, once per week-3, once per month-4”).

Table 4.5

Frequency of using social media

S.No	Usage of social media	Frequency (No: of Respondents)	Percentage (%)
1.	Multiple times Per Day	194	58.8
2.	Once Per Day	81	24.5
3.	Once per Week	44	13.3
4.	Once per month	11	3.3
	Total	330	100

How frequently you are using social media

330 responses

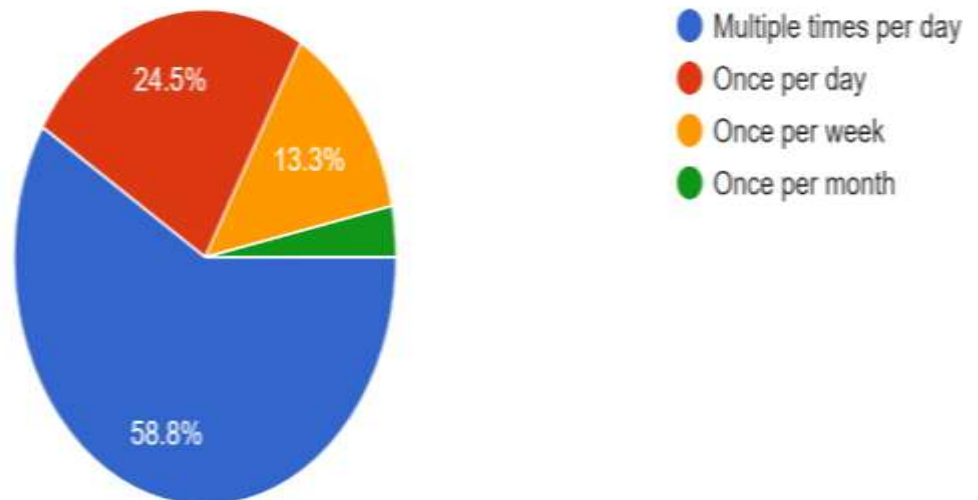


Figure 4.1

Frequency of using social media

Table 4.5, reveals that 58.8% of the surveyed women are accessing social media sites multiple times per day while 24.5% are indicated that they are using Social Media sites(SMS) once per day. 13.3% respondents are using it with the frequency of once per week and only 3.3% people are using social media once per month. The study indicates that most participants regularly use social media many times a day.

Time Spends on Social Media

Women's social media consumption pattern is taped by asking that "how much time they spend on Social Media on daily basis". The answers were coded as (1. 10 Minute-1Hours, 2. 1Hour-2 Hours 3. 2- 5 Hours, 4. More than 5 Hours).

Table no. 4.6

Time spends on social media

S.No	Usage of social media	Frequency (No: of Respondents)	Percentage (%)
1.	10 Minute-1Hours	110	33.3
2.	1Hour-2 Hours	131	39.7
3.	2- 5 Hours	63	19.1
4.	More than 5 Hours	26	7.9
	Total	330	100

How much time you spend on social media?

330 responses

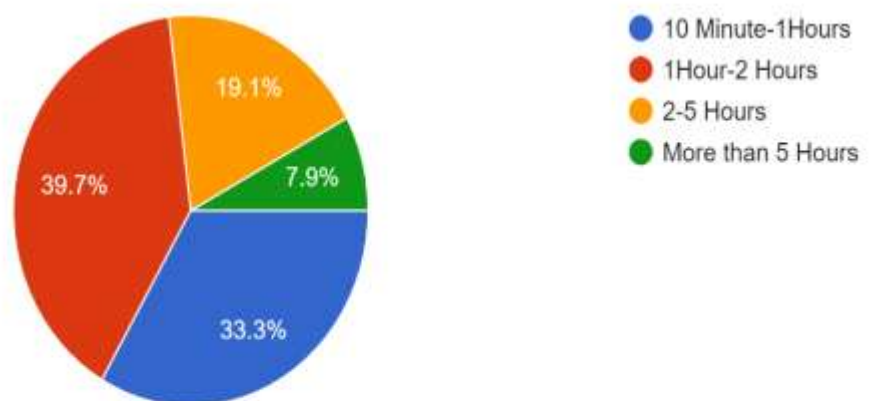


Figure 4.2

Time spends on Social Media

The above table 4.6 indicates that 33.3% of the surveyed women of Delhi spending 10- minutes to one hour a day on social media. 39.7% of respondents are spending 1hour -2 hour daily for social media use. 19.1% respondents using social media for 2- 5 hour a day while 7.9% are using it for more than 5 hours daily. This shows that women are addicted to SNSs use.

Purpose of Using Social Media

purpose of using social media is taped by asking that “What is your main purpose of using social media?”. The answers were coded as (1. Staying up to date with political affairs, 2. Socializing with friends and family, 3. To watch pictures/videos, 4. Following public figures).

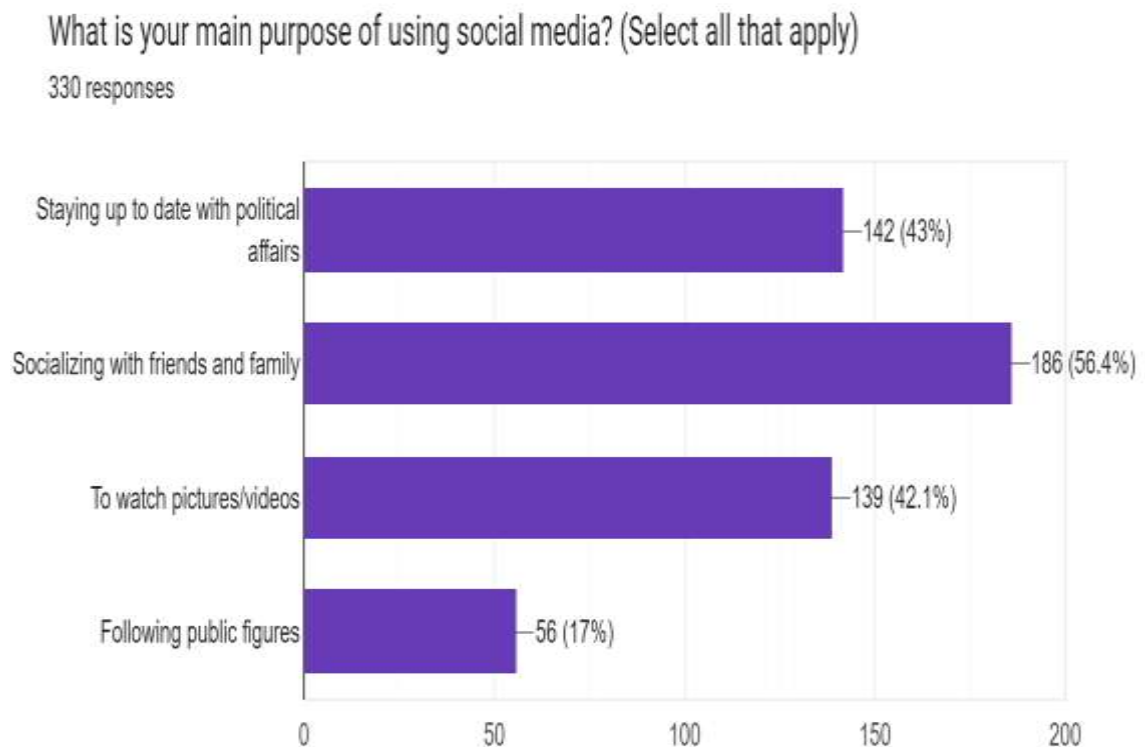


Figure 4.3

Purpose of using social media

The above graph indicates that 43% of the surveyed women of Delhi using social media to staying up to date with political affairs while 56.4% are using it to socialize with friends and family.

42.1% of the survey participants use social media to look at photos or videos, but only 17% use social media to keep up with famous people.

Media that Enhanced Respondent's Interest in Political Affairs

The respondents were asked about "Which media has enhanced their interest in political affairs?" The answers were encoded as (social media-1, Electronic Media-2, Print Media-3, Cinema)

Table 4.7

Media that enhanced respondent's interest in Political Affairs

S. No	Mass Media	Frequency (No: of Respondents)	Percentage (%)
1.	Social Media	156	47.27
2.	Electronic Media	105	31.81
3.	Print Media	58	17.58
4.	Cinema	11	3.34
	Total	330	100

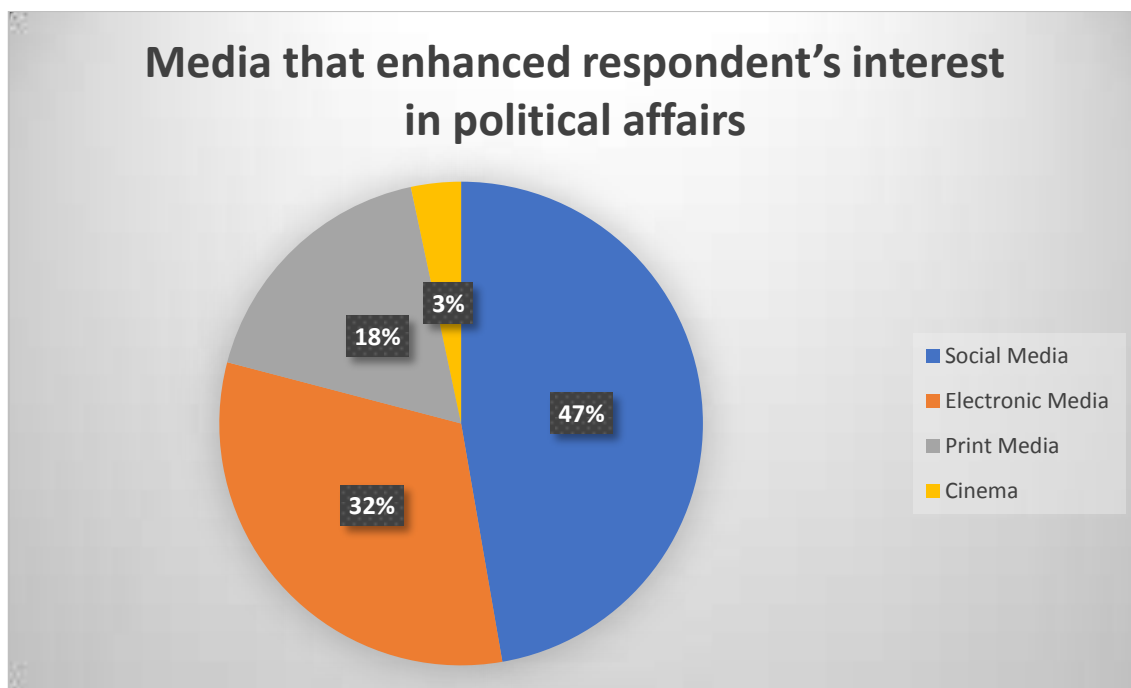


Figure no 4.4

Media that enhanced respondent's interest in Political Affairs

The above table 4.7 and Figure no 4.4 indicates that nearly 47% of the surveyed women agreed that social media enhanced their interest in political affairs. Electronic Media enhanced 32% of respondent's interest in political affairs. Nearly 18% respondents agreed that Print media enhanced their interest in political affairs. While around 3% of the surveyed women agreed that Cinema enhanced their interest in political affairs. This shows that large no. of agreed that social media enhanced their interest in political affairs.

Most preferred Social Media platform to only access Political Information

Women's most preferred social media platform to only access political information by asking that " which one is your most preferred social media platform to only access political information?". The answers were coded as (1. Facebook, 2. Twitter, 3. YouTube, 4. WhatsApp)

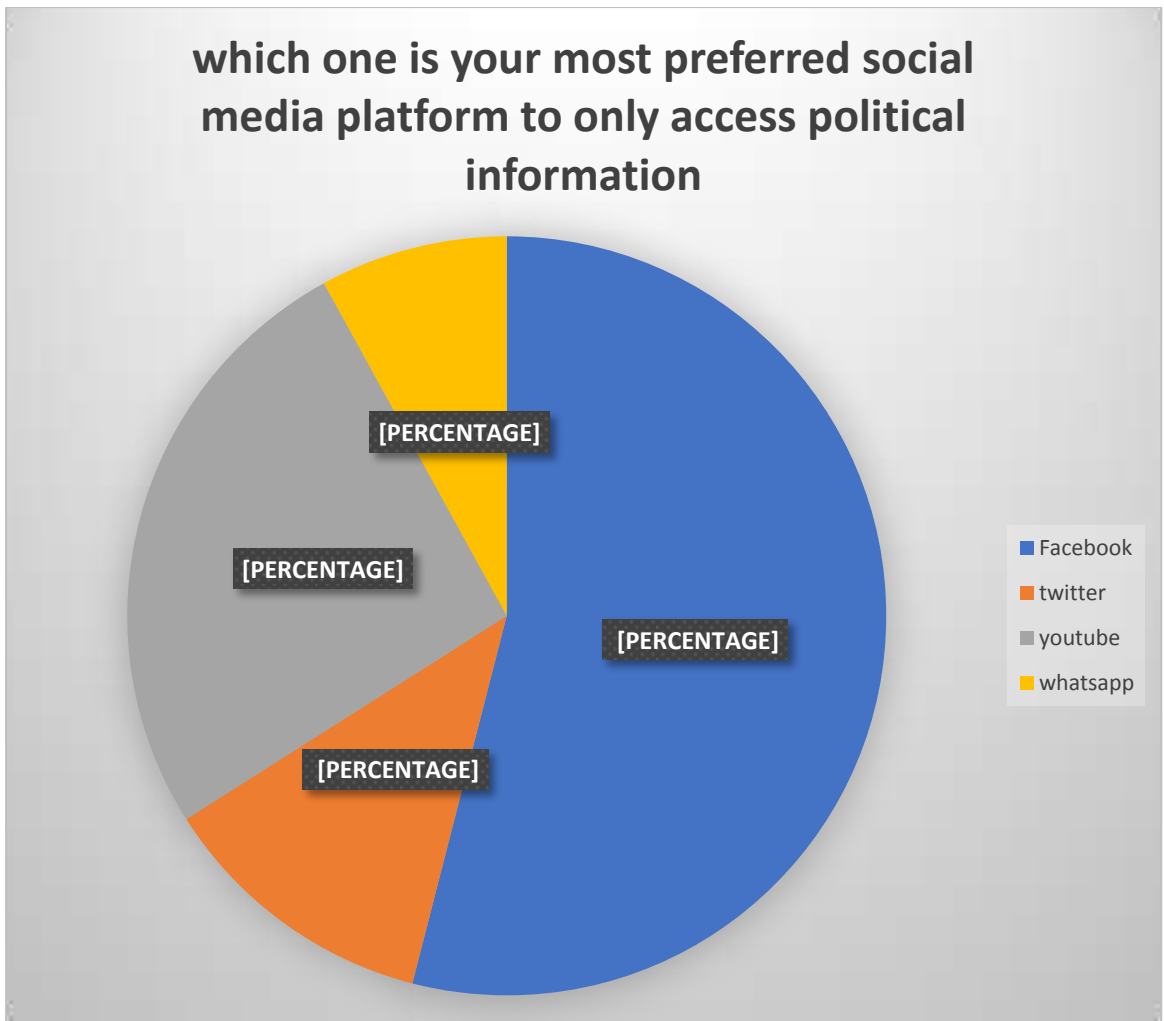


Figure 4.5

Social Media platform to only access Political information

Time Spends on Social Media to only access Political Information

Women’s social media consumption to only access political information by asking that “How much time do you spend on social media to only access political information?”. The answers were coded as (1. Less than 5 mins, 2. 5 to10 mins, 3. 10 to 15 mins, 4. More than 15 mins, daily).

Table 4.8

Time spends on social media to only access Political information

S.No	Usage of social media	Frequency (No: of Respondents)	Percentage (%)
1.	Less than 5 mins, daily	88	26.7
2.	5 to10 mins, daily	127	38.5
3.	10 to 15 mins, daily	81	24.5
4.	More than 15 mins, daily	34	10.3
	Total	330	100

How much time do you spend on social media to only access political information?

330 responses

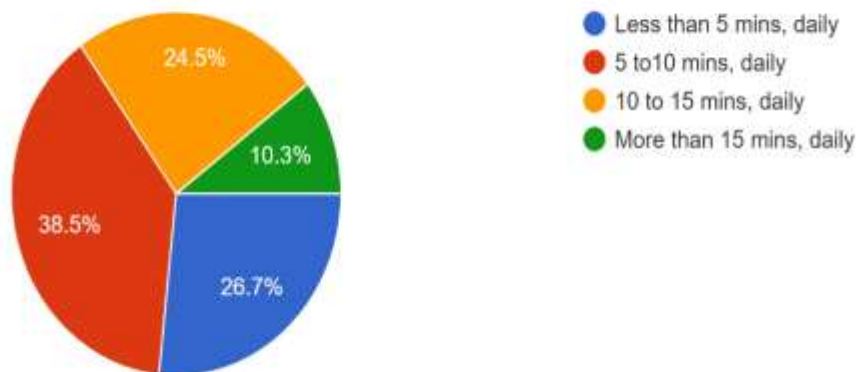


Figure 4.6

Time spend on Social Media to only access Political Information

The above table 4.2.4 and Figure 4.6 indicates that 26 of the surveyed women of Delhi spending Less than 5 mins, daily on social media to access only political information. 38.5% of respondents are spending 5 to10 mins, daily. 24.5% respondents using social media for 10 to 15 mins, daily while 10.3% are using it for More than 15 mins, daily. This shows that majority women using social media to only access political information.

In order to find the role of social media in creating political awareness, surveyed participants were asked several statements such as –

- I think that using social media contribute to my political knowledge and update it regularly.
- Social media is an effective tool for reaching out to individuals and raising awareness about political issues.
- I am frequently posting/sharing/Following/Commenting/Tweeting/Retweeting political news/videos/ issues/information on my page and tag People.

Statement 1. I think that using social media contribute to my political knowledge and update it regularly.

Table 4.9

Contribution of Social Media usage to Political Knowledge

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree	Total
Frequency	130	110	63	16	50	330
Percentage	39.39	33.3	19.09	4.84	15.15	100.0

The above table 4.9 shows that 39.39% respondents are strongly agreeing with the statement that that using social media contribute to their political knowledge and update it regularly. 33.3% of respondents also agreeing with the same statement.19.09

have neutral vision. 4.84% strongly denied the statement and 15.15% of respondents also disagreeing with same statement. Majority of the surveyed women accepted the statement that social media use contributes to their political knowledge.

Statement 2. Social media is an effective tool for reaching out to individuals and raising awareness about political issues.

Table 4.10

Social Media is an effective tool for reaching out to individuals and raising awareness about political issues

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree	Total
Frequency	118	131	50	23	8	330
Percentage	35.75	39.69	15.15	6.96	2.42	100.0

The above table, reveals that 35.75% respondents are strongly agreeing with the statement that “they believe Social media is an effective tool for reaching out to individuals and raising awareness about political issues” 39.69% of respondents also agreeing with the same statement.

15.15% strongly denied the statement and 2.42% of respondents also disagreeing with same statement. Majority of the respondents acknowledges the power of social media reach to common people.

Statement 3.

- **I am frequently posting/sharing/Following/Commenting/Tweeting/Retweeting political news/videos/ issues/information on my page and tag People.**

Table 4.11 frequently posting/sharing/Following/Commenting/Tweeting/Retweeting political news/videos/ issues/information on my page and tag People.

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree	Total
Frequency	119	97	54	21	39	330
Percentage	36.04	29.39	16.36	6.36	11.81	100.0

According to table 4.11, 36.04 percent of respondents strongly agree with the statement that they frequently post on my page, share on their pages, follow on their pages, comment on their pages, tweet on their pages, and retweet other people's tweets about political news, videos, issues, and information, and tag other people. 29.39% of those polled had the same opinion, while 16.36% had no opinion. 6.36% strongly denied the statement and 11.81% of respondents also disagreeing with same statement. Majority of respondents frequently post/ share/ follow/ comment/ tweet/ retweet political news/ videos/issues/information on my page and tag People.

Part III

4.3 Political Knowledge

"Political knowledge" is defined by Delli Carpini and Keeter (1996) as "the series of actual political information that becomes preserved in long-term memory." They contend that informed voters are more likely to be interested in politics, be devoted to various types of engagement, and be attached to democratic values and beliefs.

They propose that politically knowledgeable citizens are in the greatest position for democracy to work at its full potential.

Knowledge about politics may be obtained in various ways, including through formal education, the media, workplace conversation, or social media exposure.

Those more knowledgeable about politics can engage more because they know how the decisions will impact their lives. This is according to Polat (2005). On the other hand, more politically knowledgeable individuals will be more dissatisfied with politics, which may reduce the number of people who actively participate in politics (Polat, 2005). Many academics still maintain that increased political awareness might lead to increased political involvement (e.g., Jung et al., 2011; Gil de Zuniga et al., 2012; Yamamoto et al., 2013).

In this section, an attempt is made to study the awareness level of the respondents concerning political information. A set of 12 close-ended statements were framed to which the respondents replied. The statements were both simple and difficult to which the respondents had to choose the right answers.

A simple experiment was carried out to find out the political awareness level of the respondents and to find awareness level of working and non-working women. it is depicted in the form of pie charts and table

Who is the present Prime Minister of India?

330 responses

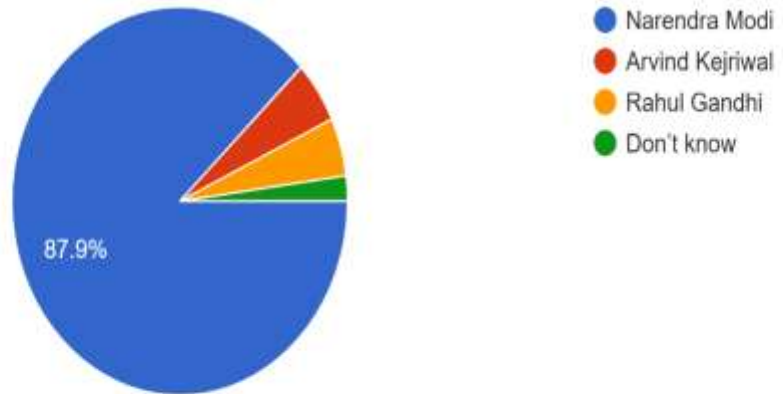


Figure 4.7

Among 330 respondents, 290 (87.95%) were aware of the current prime minister while 40(12.1%) surveyed social media users not aware about the same.

Who is the present Chief Minister of Delhi?

330 responses

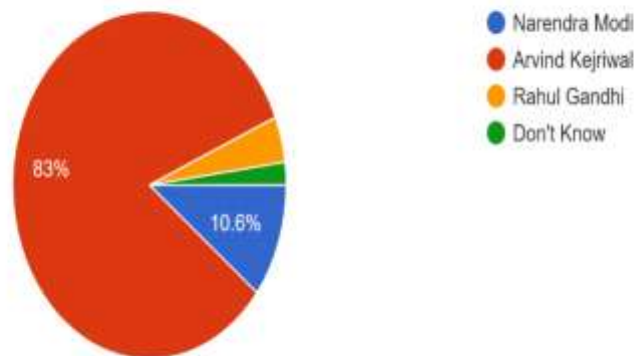


Figure 4.8

Among 330 respondents, 274 (83%) were aware of the current Chief Minister of Delhi while 56(17%) surveyed social media users not aware about the same.

Who is the first woman Chief Minister of Delhi ?

330 responses

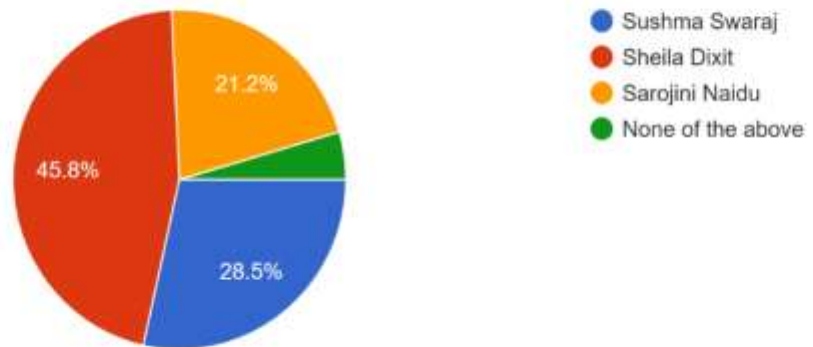


Figure 4.9

28.5%(94) respondents were aware that Mrs. Sushma Swaraj was the first woman Chief Minister of Delhi while 71.5% (236) were not aware and gave wrong answers.

Who is the current President of India ?

330 responses

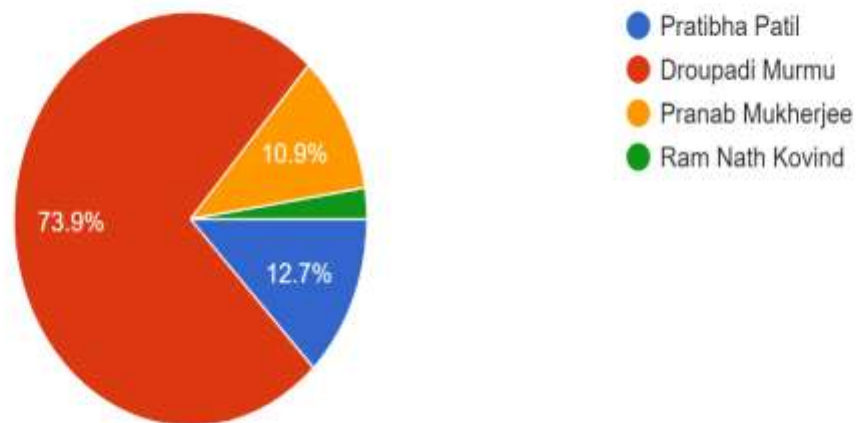


Figure 4.10

Total no. of assembly constituencies in Delhi is
330 responses

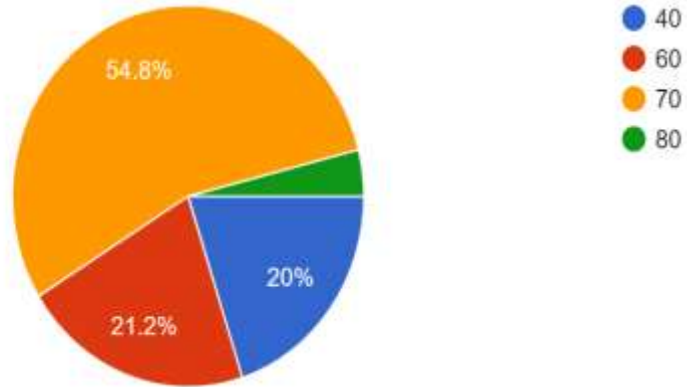


Figure 4.11

73.9% (244) got the name of current President of India. While 26.1% (86) didn't know the right answer.

54.8% (181) respondents were aware the total no. of assembly constituencies in Delhi. While 45.2% (149) didn't aware about the right answer.

Total no. of parliamentary constituencies in Delhi
330 responses

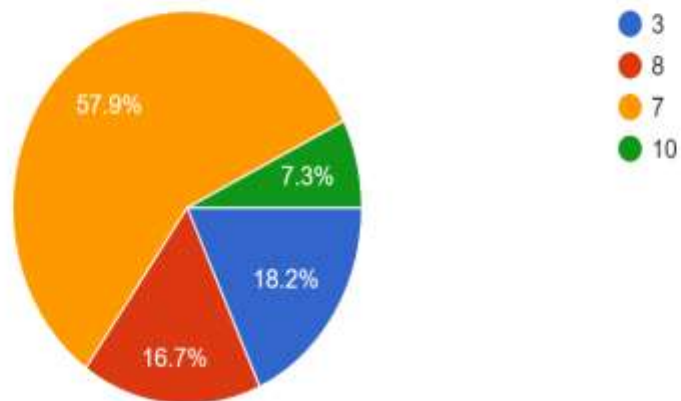


Figure 4.12

57.9% (191) respondents were aware the total no. of Parliamentary constituencies in Delhi. While 42.1% (139) didn't aware about the right answer.

A programme to transform India into a digitally empowered society and knowledge economy.
330 responses

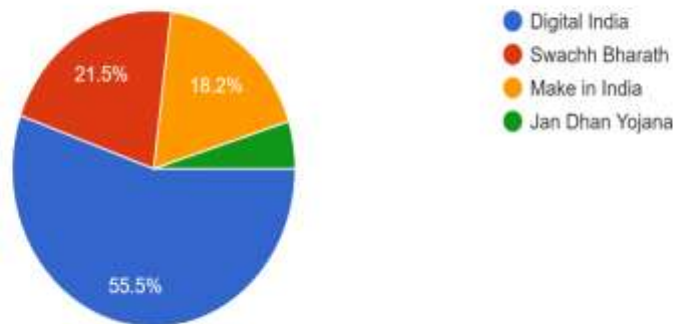


Figure 4.13

At least half of the respondents, or 183 people, knew that Digital India is a program meant to make India a more technologically advanced and knowledge-based society.

Who is the inspiration behind the concept of Swachh Bharat Mission?
330 responses

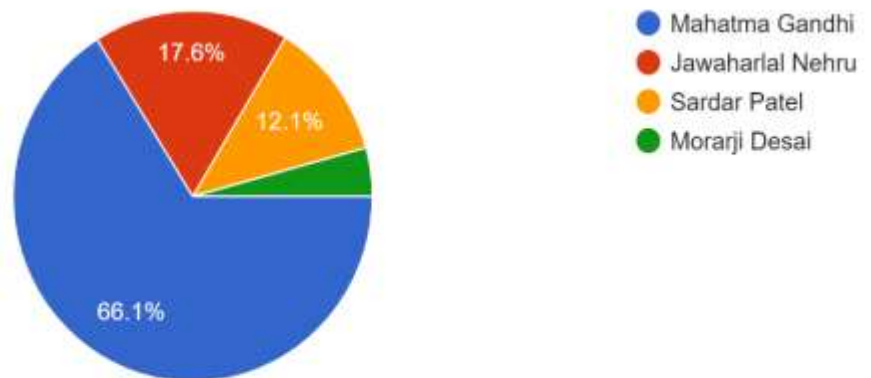


Figure 4.14

66.1% (218) respondents identified the inspiration behind the concept of Swachh Bharat Mission while 55.8%(112) respondents were aware about the concept of the Mohalla clinic.

What is the concept of the Mohalla clinic?

330 responses

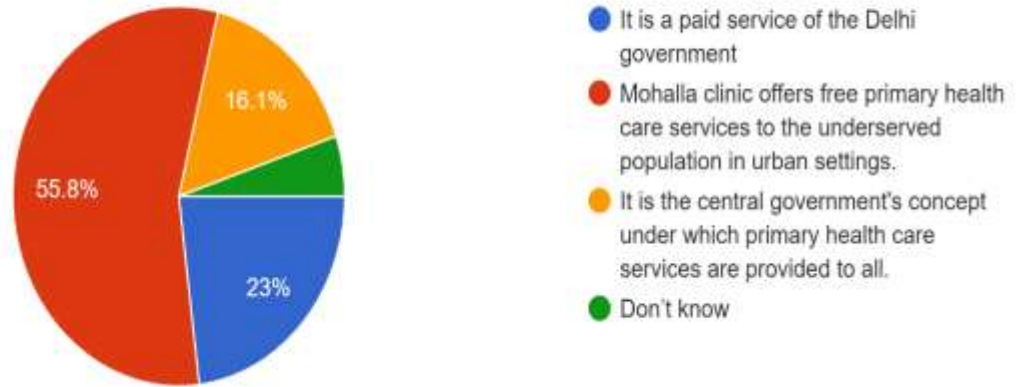


Figure 4.14

55.8% (184) respondents were aware about the concept of the Mohalla clinic. While 44.2% (146) were not aware and gave wrong answers.

Under which amendment of the constitution, Delhi was given the special status of National Capital Region (NCR)

330 responses

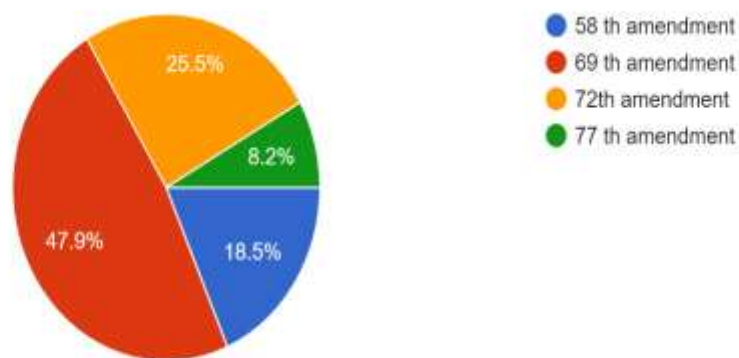


Figure 4.15

47.9%(158) respondents were aware about the amendment of the constitution Under which, Delhi was given the special status of National Capital Region (NCR). 52.1% (172) respondents were not aware about the same.

'Graded Response Action Plan' (GRAP) is to be implemented by which state, to tackle Covid-19?
330 responses

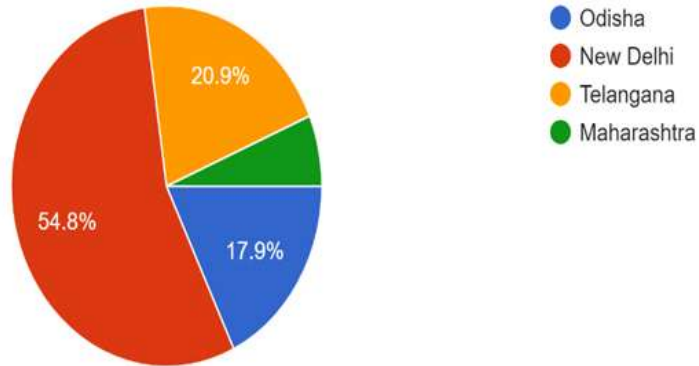


Figure 4.16

54.8% (181) respondents were about the state by which 'Graded Response Action Plan' (GRAP) is to be implemented to tackle Covid-19, while 45.2% (149) respondents not aware about the same.

Do you know the concept of NOTA?
330 responses

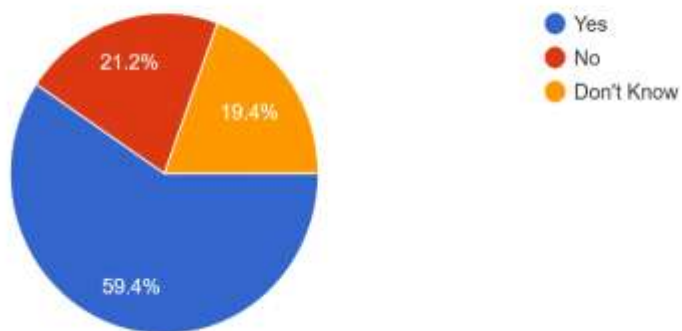


Figure 4.17

59.4%(196) of the samples studied aware about the concept of not to vote for any of the contestants that is 'None of the Above' or NOTA. While 40.6% (134) respondents not aware about the same.

Table 4.12**Responses on Political Awareness**

S.No	Statements on political Awareness	Aware(%)	Not Aware (%)	Total(%)
1.	Who is the present Prime Minister of India?	87.9% (290)	12.1% (40)	100% (330)
2.	Who is the present Chief Minister of Delhi?	83% (274)	17% (56)	100% (330)
3.	Who is the first woman Chief Minister of Delhi?	28.5% (94)	71.5% (236)	100% (330)
4.	Who is the current President of India?	73.9% (244)	26.1% (86)	100% (330)
5.	Total no. of assembly constituencies in Delhi is?	54.8% (181)	45.2% (149)	100% (330)
6.	Total no. of parliamentary constituencies in Delhi.	57.9% (191)	42.1% (139)	100% (330)
7.	A programme to transform India into a digitally empowered society and knowledge economy.	55.5% (183)	44.5% (147)	100% (330)
8.	Who is the inspiration behind the concept of Swachh Bharat Mission?	66.1% (218)	33.9% (112)	100% (330)
9.	What is the concept of the Mohalla clinic?	55.8% (184)	44.2% (146)	100% (330)
10.	Under which amendment of the constitution, Delhi was given the special status of National Capital Region (NCR)	47.9% (158)	52.1% (172)	100% (330)
11.	'Graded Response Action Plan' (GRAP) is to be implemented by which state, to tackle Covid-19?	54.8% (181)	45.2% (149)	100% (330)
12.	Do you know the concept of NOTA?	59.4% (196)	40.6% (134)	100% (330)

Among the 330 respondents studied, 87.9% were aware that Mr. Narendra Modi is the current Prime Minister of India and 83% got the names of Mr. Arvind Kejriwal as current Chief Ministers of Delhi. 28.5% respondents were aware that Mrs. Sushma Swaraj was the first woman Chief Minister of Delhi and 73.9% got the name of current President of India. 54.8% respondents were aware the total no. of assembly constituencies in Delhi while 57.9% of the respondents identified the total no. of parliamentary constituencies in Delhi. In a survey, 55.5% of participants knew about the Digital India program and its goal to make India a digitally enabled society and knowledge economy. 66.1% respondents identified the inspiration behind the concept of Swachh Bharat Mission while 55.8% respondents were aware about the concept of the Mohalla clinic. 47.9% respondents were aware about the amendment of the constitution Under which, Delhi was given the special status of National Capital Region (NCR). 54.8% respondents were about the state by which 'Graded Response Action Plan' (GRAP) is to be implemented to tackle Covid-19. 59.4% of the samples studied aware about the concept of not to vote for any of the contestants that is 'None of the Above' or NOTA.

Political Awareness Level

The political awareness level of the respondents was identified based on the responses given by them. The awareness level has been classified as high medium, and low. Out of 330 samples chosen for the study, 178 (54%) of the respondents had higher political awareness. These respondents have answered a minimum of 10 questions, 38% of the respondents have medium awareness and they have answered more than five questions, only 8% of the respondents have very less exposure to political information. The table below depicts the statistical measure in percentage about the level of political awareness among women respondents residing in Delhi.

Table 4.13

Political Awareness Level of the Respondents

S.No	Political awareness	Frequency(N)	Percentage (%)
1.	High Awareness	191	57.88
2.	Medium Awareness	112	33.94
3.	Low Awareness	27	08.18
	Total	330	100.00

The table reveals that around 57% of the respondents are highly aware of political information while nearly 34% of the respondents comes under medium awareness level and it is only 8.18% who have low awareness of politics. This inference helped to find the association btw the independent variable, socio-economic factors & the dependent variable, (i.e) political awareness. The relationship between socioeconomic variables and political awareness level has been analyzed and interpreted as follows.

Age and Political Awareness Level: Age is an important factor to influence the political knowledge of women. Hence, the relationship between age and political awareness has been analyzed in table below.

Table 4.14**Age Group and Political Awareness Level**

S.No	Age Group	Political Awareness Level (%)			
		High	Medium	Low	Total
1.	18-21	74% (50)	18 % (12)	8% (6)	100% (68)
2.	21-30	55.5% (69)	38.5% (48)	6% (7)	100% (124)
3.	31-40	45.5% (34)	43% (33)	11.5% (9)	100% (76)
4.	41-50	68% (29)	25% (11)	7% (3)	100% (43)
5.	51 &above	50% (9)	40% (8)	10% (2)	100% (19)
	Total	58% (191)	34% (112)	8% (27)	100% (330)

The level of political awareness is high in the age group of 18 to 21 years, wherein 55% of the first-time voters have shown more interest to gain political information. Access to social media by the youth can be a factor for this exposure.

The next set of age groups that has more political awareness is the age group 31 to 40

years followed by 21 to 30 years. Voters' political awareness is largely influenced by the information they get from various sources. One such source of political information is the mass media (Kikrunainuo Kuotsu, 2016). Media consumption habits of voters are likely to raise their level of political knowledge (Gerber et al., 2006).

Education and Political Awareness: The second factor which probably influences the political awareness level could be education. The purpose of giving education and making people literate is to create awareness and sensitize them to the basic necessities of life. Functional literacy is very important for countries' development. It is also noted that women lag behind men in many fields because of less exposure to the outside world and lack of knowledge of reading and writing. The table (highlights the relationship between the educational qualification of the women respondents and their political awareness level.

Hypothesis Testing

For the study purpose, 2 hypotheses have been framed. By testing these hypotheses using the responses collected from the women respondents, conclusions are drawn. To test each hypothesis, a specific methodology is adopted. All the hypotheses are accessed by considering specific questions asked to the respondents. Then a “Chi-Square test” used to find out the conclusion using Microsoft excel.

To determine the difference between an observed frequency and expected frequency, the Chi-Square test is particularly useful. This is occasionally employed to examine any differences between two or more observed data sets. By using the provided observed frequency and predicted frequency, its value may be determined. The formula for this test is as follows: On the basis of Chi-square test results, the judgment for whether the hypothesis is accepted or rejected is concluded.

Hypothesis: There is no association between age and political awareness.

To find out the association between the age group studied and the political awareness level of the respondents, the chi-square analysis was carried out. The result indicated that “there is an association between the age of the respondents and their level of political awareness”. The chi-square value is 18.1713226. The “*p-value*” is .019987. The result is significant at $p < .05$. The table below shows the findings.

Table 4.15

Association Between Age Groups and Political Awareness

Age Group	High Political Awareness (PAH)	Medium Political Awareness (PAM)	Low Political Awareness (PAL)	Row Totals
18-21	50* (39.36)** [2.88]***	12* (28.08)** [5.32]***	6* (5.56)** [0.03]***	68
21-30	69* (71.77)** [0.11]***	48* (42.08)** [0.83]***	7* (10.15)** [0.98]***	124
31-40	34* (43.99)** [2.27]***	33* (25.79)** [2.01]***	9* (6.22)** [1.24]***	76
41-50	29 (24.89)** [0.68]***	11 (14.59)** [0.89]***	3 (3.52)** [0.08]***	43
>50	9* (10.99)** [0.36]***	8* (6.45)** [0.37]***	2* (1.55)** [0.13]***	19
Column Totals	191	112	27	330 (Grand Total)

Observed count,**Expected count, Chi-square value**

The chi-square value is 18.1713226. The “*p-value*” is 0.19987. The result is significant at $p < .05$

Table 4.16**Educational Qualification and Political Awareness Level**

S.No	Educational Qualification	Level of political awareness in %			
		High	Medium	Low	Total
1.	Illiterate	37.5% (3)	12.5% (1)	50% (4)	100% (8)
2.	Schooling	53.57% (30)	35.71% (20)	10.72% (6)	100% (56)
3.	Graduation	55.82% (115)	37.86% (78)	6.32% (13)	100% (206)
4.	Post-Graduation	75% (33)	20.45% (9)	4.55% (2)	100% (44)
5.	Professional	62.5% (10)	25% (4)	12.5% (2)	100% (16)
	Total	57.87% 191	33.94% 112	8.19% 27	100% 330

Among 206 graduates 115 (55.82%) respondents have high political awareness, 78 (37.86%) respondents have medium political awareness and only 13 (6.32%) of them are not aware of even basic political information. Among 330 respondents under study, only 8 people are illiterates. Thus, it can be interpreted that literacy does have an impact on the level of political awareness.

Occupation and political awareness: Irrespective of the kind of occupation of the respondents, be it students, working women, housewives, or entrepreneurs, on an average 57.88% of them are highly aware of political information. Table highlights the relationship between occupation and level of political awareness.

Table 4.17**Occupation and Political Awareness Level**

S.No	Occupation Status	Political Awareness Level (%)			
		High(N)	Medium(N)	Low(N)	Total(N)
1.	Student	66.67% (8)	25% (3)	8.33% (1)	100% (12)
2.	Working	65.34% (98)	24% (36)	10.66% (16)	100% (150)
3.	House Wife	46.67% (70)	46.67% (70)	6.66% (10)	100% (150)
4.	Self-employed	83.34% (15)	16.66% (3)	-----	100% (18)
	Total	191	112	27	330

Almost 33.94% of the respondents have a medium awareness level. It was only 8.47% of the respondents who stand almost ignorant on politics-related information and thus they score a low political awareness level.

Hypothesis: There is no association between Occupation and political awareness

Table 4.18

Association between Occupation status and Political Awareness Level.

Occupation status	High Political Awareness (PAH)	Medium Political Awareness (PAM)	Low Political Awareness (PAL)	Row Totals
Student	8* (6.95)** [0.16]***	3* (4.07)** [0.28]***	1* (0.98)** [0.00]***	12
Working	98* (86.82)** [1.44]	36* (50.91)** [4.36]***	16* (12.27)** [1.13]***	150
House Wife	70* (86.82)** [3.25]***	70* (50.91)** [7.15]***	10* (12.27)** [0.42]***	150
Self-employed	15* (10.42)** [2.01]***	3* (6.11)** [1.58]***	0* (1.47)** [1.47]***	18
Column Totals	191	112	27	330 (Grand Total)

Observed count,**Expected count, Chi-square value**

The relationship between Occupational status and political awareness level is tested by using the Chi-square test. It was carried out to find out whether the Occupation has an influence or does it act as a catalyst for political awareness. The results indicate that there is an association between Occupation and political awareness level. The chi-square value is 23.2894029. The “*p-value*” is .000708. The result is significant at $p < .05$.

CHAPTER 5

FINDINGS AND DISCUSSION

The findings based on the objectives and claims based on the hypothesis have been summarized in this chapter. Along with the conclusion, suggestions, and recommendations are included.

Social networking is viewed as a platform that promotes active political participation and strengthens the government's ability to formulate relevant policies and deliver efficient and relevant services. Online Platforms are viewed as a symbol of citizen mobilization for political participation that can lead to democratic peace. Social media ensures that information is published from diverse perspectives, including the ability to generate political, social, and economic data for all institutions without fear of government or other interest groups. Social media eliminates information asymmetry in society by addressing the issue of the principal agent and instituting a mechanism of checks and balances to ensure transparency over the powers vested in governments. The suitability of social media for effective political engagement has influenced decision-making. The link between social media and political stability is rooted in the vital role that social media provides its users in helping to hold the government accountable. Furthermore, social media satisfies the populace's desire for access to information about government decisions and actions, empowering people to evaluate and understand government behaviour and act accordingly. The current study investigates "the role of social media in creating political awareness among Delhi women" We are operating under the assumption that there is "no association between age and the political awareness of social media users", and that there is also no relationship between occupation and the political awareness of social media users.

Occupation and age do not affect social media users' political awareness. The study's findings refute the hypothesis above. According to the study, there is a positive and significant relationship between occupation and political awareness. In addition, the study discovered a "positive relationship between age and political awareness of female social media users" Women's political empowerment is critical for the development of the country as well as for the well-being and advancement of women. Both the male and female populations in this country and the male and female

electoral populations are nearly equal. A multifaceted approach and a long-term holistic action plan are required to invite and integrate more women into politics. Women's economic empowerment has been achieved to some extent through various government programs and measures. Similarly, it is the government's responsibility to make provisions and insists on political parties increasing the number of women participating in politics. Only by doing so will the country be one step closer to achieving gender equality in politics. As a result, the study's findings are interpreted as follows:

5.1 Socio-Economic Profile of the Respondents

The respondents' socioeconomic profile was examined. A sample of 330 women over 18 who are eligible to vote and interested in politics was chosen for the study.

The respondents' age, education level, marital status, and occupation were investigated. The study included first-time voters aged 18 to 21 years as a special group. Of the 330 respondents, nearly 21% were first-time voters. In the age group 21 to 30 years, 38% of the respondents were women. The remaining 41% are women over 30, who are the most likely to enter politics, depending on other socioeconomic factors. Most of those polled are between the ages of 22 and 30 and are graduates.

Nearly 98% of the study's respondents were literate, and nearly 62.42% of them graduated. In a patriarchal society, almost all decisions are made by the head of the family, a male member, and his approval is required if women are to participate in political activities. Many studies on rural and urban women's political participation in local government have revealed that men act and function as proxies (R.P. Verma, 2002; Jhansi Rani J, 2001; Sharmistha Chakraborty, 2017). We read in the newspapers and hear success stories about women's dual roles, with the social support extended by family members attributed to women's ability to perform well in their jobs. Because there are no set working hours for political engagements, women must rely on their husbands or other male family members to perform their duties at odd hours. In this study, 55.8% of respondents are married, 12.4% are "single" women (spinsters, widows, or divorcees), and 31.8% are unmarried. College students comprised 3.63% of the 330 respondents, working women made up 45.45%, homemakers made up 45.45%, and entrepreneurs made up 5%. As a result, based on the study's criteria, the sample chosen was a good fit for the research.

5.2 Social Media Exposure

The use of social media to obtain political information was investigated. The current study discovered that most Delhi women use social media multiple times daily.

Most respondents spend one to two hours per day on social media. 43% use social media to keep up with political events.

Most respondents agree that social media has increased their interest in political issues. According to the study, Facebook is the most popular social media platform among those polled, with YouTube coming in second.

74% of those polled use social media for more than 5 minutes daily to access only political information. Most respondents recognize the power of social media in reaching out to ordinary people.

Most women polled agreed that social media use contributes to their political knowledge. The vast majority of respondents frequently post/ share/ follow/ comment/ tweet/ retweet political news/ videos/issues/information on my page and tag People.

5.3 Level of Political Awareness

Based on the responses, the respondents' level of political awareness was determined. There are three levels of awareness: high, medium, and low. 178 (53.93%) of the total 330 respondents studied scored highly on the awareness scale. These respondents have answered at least 10 of the 12 questions posed. Only 27 (8%) of respondents have very little exposure to political information, while 125 (37.87) have medium awareness.

The three independent variables considered for analysis are age, educational qualification, and occupation. The first factor is age, with 55% of first-time voters wanting to learn more about politics. Women's access to social media may be a factor in this exposure, and political parties used social media extensively during the recent 2019 elections.

The impact of educational qualification on political awareness level was the second influencing factor studied. Among the 330 graduates, 109 have high political awareness, 84 have medium political awareness, and only 13 need to be aware of basic political information. Aside from that, only 8 (2.42%) of the 330 respondents in

the study are illiterates, and only 27 (8%) of the women respondents need to be made aware of political information. As a result, literacy affects political awareness.

Regardless of the respondents' occupation, whether students, working women, homemakers, or entrepreneurs, 53.93% had a high political awareness. Out of 150 respondents, 85 were working women with high political awareness, while 75 were housewives.

5.4 Hypothesis Testing

“There is no association between age and political awareness of the social media user.”

The women social media users between the age of 21-30 years have shown more interest in seeking political information. The result indicated that there is an association between the age of the respondents and the political awareness level. The result is significant at $p < .05$.

“There is no association between Occupation and Political Awareness of Social Media users”

The findings are rejected aforesaid hypothesis. The study findings shows that there is a positive and significant relationship between occupation & political awareness. The result is significant at $p < .05$.

5.5 Addressing the Research Questions

“How social media is contributing as an important medium for creating awareness and knowledge sharing?”

The research found that majority of surveyed respondents accepted that they are actively using social networking sites multiple times a day and respondents are frequently posting/sharing/Following/Commenting/Tweeting/Retweeting political news/videos/ issues/information on their page and tag People. In their research, MacLeod and colleagues (1999) discovered that participants were more likely to understand politics better when they participated in regular and issue-specific political debates. The respondents are frequently come across political information and policy issue on social media. Social media fulfils the populace's appetite for access to knowledge about the decisions and acts of government that give people the power to

evaluate and understand government behaviour and act accordingly. They are watching political debates/discussions regularly to be aware of politics. Majority of the surveyed women accepted the statement that social media use contributes to their political knowledge social media are not only the way of 'entertainment' but now it also becoming a huge source of 'infotainment'. nearly 47% of the surveyed women agreed that social media enhanced their interest in political affairs. That's why social media user base is increasing rapidly day by day. so that's how social media is contributing as an important medium for creating awareness and knowledge sharing.

“Is there any difference in political knowledge between working women and non-working women?”

The Research has been based on the data analysis collected from women respondents who are social media user, aged 18 years and above. Irrespective of the kind of occupation of the respondents, be it students, working women, housewives, or entrepreneurs, on an average 57.88% of them are highly aware of political information. working women has better political knowledge than non-working women. As per the data 85 (57%) out of 150 working respondents are comes under high awareness level while 75(50%) non-working respondents comes under low awareness level category.

The relationship between Occupational status and political awareness level is tested by using the Chi-square test. It was carried out to find out whether the Occupation has an influence or does it act as a catalyst for political awareness. The results indicate that there is an association between Occupation and political awareness level. The chi-square value is 23.2894029. The “*p-value*” is .000708. The result is significant at $p < .05$.

“How much time do women spend on social media to get political information?”

74% of the respondents use social media for more than 5 minutes, daily to only access political information. Majority of the respondents acknowledges the power of social media reach to common people.

5.6 Conclusion

To conclude we can say that as the study findings suggest that social media have a great potential to revolutionise the women. Statistics shows that in the last couple of years, the number of internet and social media users in India increased very rapidly

especially during lockdown period there is sudden surge in these numbers. During lockdown, perhaps, social media proved the most effective tool used by private businesses or media houses or individual or by government itself, to reach people and to make them aware about the grim realities of virus and economy and facilities extended to them. In such scenario we may soon see a big shift from offline to online/virtual world. And thus, social media will increase its ambit and impact people in a larger scale. As per the field study findings all null hypothesis is rejected which shows that there is a positive and significant relationship between social media and political awareness among Delhi women. Surveyed respondents feel that this social media platform enriches their political knowledge.

5.7 Limitation of the Study

The research aims to cover various feasible aspects; it has some limits, however. Under substantial constraints, the research work is finished. Therefore, the study is limited to the Delhi not from the different parts of the country, extrapolating the results to a larger population is challenging. The study is also delimited to the data of academic session 2021-2022. This study has a unique demographic, and the engagement habits of women in this area cannot be generalized to all other Indian women. The current study discovered that literature is scarce on the role of social media in shaping political thought and its impact on women. Political awareness in India makes it difficult to obtain enough background and literature material relevant to India. However, there is much material about other countries with similar trends to India. Thus that literature was used. Some respondents were hesitant to give personal information on the questionnaires, and it was difficult to determine whether they were sincere in their responses in some circumstances. Because the questions were standardized, it was unable to explain them to the respondents; consequently, respondents understood and interpreted the questions depending on their context, creating the possibility of subjectivity. Some social media users gave their reviews in a rush, and others gave quick reviews without much thought, despite efforts to acquire detailed information and opinions from females who used social media. Because the study period is a few months and the rate of growth of social media is quite fast, it will be impossible to capture all of the intricacies of social media and recent developments. There is also the possibility that the participants were distracted when answering some questions and hence overlooked some crucial data. Lastly, because

communication technology is a quickly evolving field, the study's conclusions may become irrelevant within a few years.

5.8 Suggestions for Further Research

The same study must be carried out at a larger scale in different regions of India to assess the mood of women voters. There is a need to do a comparative study in light of the impending general election in 2024 to see how SNSs contribute to various forms of political participation and contribute to women voters' political understanding.

It is possible that in the future, researchers will investigate the impact that social media plays in the development of communication skills, personality, social mobility, social network development, social capital development, political mobilization, social progress, political transformation, crisis management, leadership development, entrepreneurship development, economic development, corporate communication, business management, as well as other processes. To accurately represent the entire country, the sample might be expanded to incorporate data from additional states.

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APPENDIX

Questionnaire

The Role of social media in creating Political awareness among the Delhi Women

Hello, I am Divyshikha. I am a Ph.D. scholar. I am researching the Role of Social Media in creating Political Awareness among Delhi Women. Please fill out this questionnaire and help me in my research work. This Research is purely for academic purposes. Your responses will be kept confidential.

Name-

Address-

Contact no.-

What is your age group?

- a) 18-21
- b) 22-30
- c) 31-40
- d) 41-50
- e) 51 & above

Marital Status:

- a) Un married
- b) Married
- c) Single

Education:

- a) No Schooling/ Illiterate
- b) Higher secondary level
- c) Graduate

- d) Post –Graduate
- e) More than Post Graduate

Occupation:

- a) College Students
- b) Working women
- c) House-wife
- d) Self-Employed

Social Media Exposure

How frequently you are using social media

- a) multiple times per day
- b) once per day
- c) once per week
- d) once per month

How much time you spend on social media?

- a) 10 Minute-1Hours,
- b) 1 Hour-2 Hours
- c) 2-5 Hours,
- d) More than 5 Hours

What is your main purpose of using social media? (Select all that apply)

- a) Staying up to date with political affairs
- b) Socializing with friends and family
- c) To watch pictures/videos
- d) Following public figures

Which media has enhanced your interest in political affairs?

- a) Social media
- b) Electronic Media
- c) Print Media
- d) Cinema

Which one is your most preferred social media platform to only access political information?

- a) Facebook,
- b) Twitter
- c) YouTube
- d) WhatsApp

How much time do you spend on social media to only access political information?

- a) Less than 5 mins, daily
- b) 5 to 10 mins, daily
- c) 10 to 15 mins, daily
- a. More than 15 mins, daily

In your opinion which one is the more effective social media tool to disseminate political awareness among the masses?

- a) Facebook
- b) Twitter
- c) YouTube
- d) Instagram
- e) Other....

Please answer how much you agree with the statements below:

I think that using social media contribute to my political knowledge and update it regularly	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree
Social media is an effective tool for reaching out to individuals and raising awareness about political issues.	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree
I am frequently posting/sharing/Following/Commenting/Tweeting/Retweeting political news/videos/ issues/information on my page and tag people.	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree

Political awareness

Who is the present Prime Minister of India?

- b. Narendra Modi
- c. Arvind Kejriwal
- d. Rahul Gandhi
- e. Don't know

Who is the present Chief Minister of Delhi?

- a. Narendra Modi
- b. Arvind Kejriwal
- c. Rahul Gandhi
- d. Don't know

Who is the first woman Chief Minister of Delhi?

- a) Sushma Swaraj
- b) Sheila Dixit
- c) Sarojini Naidu the first woman CM of Delhi?
- d) None of the above

Who is the current President of India?

- a) Pratibha Patil
- b) Droupadi Murmu
- c) Pranab Mukherjee
- d) Ram Nath Kovind

Total no. of assembly constituencies in Delhi is

- a) 40
- b) 60
- c) 70
- d) 80

Total no. of parliamentary constituencies in Delhi

- a) 3
- b) 8
- c) 7
- d) 10

A programme to transform India into a digitally empowered society and knowledge economy.

- a) Digital India
- b) Swachh Bharath
- c) Make in India
- d) Jan Dhan Yojana

Who is the inspiration behind the concept of Swachh Bharat Mission?

- a) Mahatma Gandhi
- b) Jawaharlal Nehru
- c) Sardar Patel
- d) Morarji Desai

What is the concept of the Mohalla clinic?

- a) It is a paid service of the Delhi government
- b) Mohalla clinic offers free primary health care services to the underserved population in urban settings.
- c) It is the central government's concept under which primary health care services are provided to all.
- d) Don't know

Under which amendment of the constitution, Delhi was given the special status of National Capital Region (NCR)

- a) 58th amendment
- b) 69th amendment
- c) 72th amendment
- d) 77th amendment

'Graded Response Action Plan' (GRAP) is to be implemented by which state, to tackle Covid-19?

- a) Odisha
- b) New Delhi
- c) Telangana
- d) Maharashtra

Is Provision for NOTA a must?

- a) 1.Yes
- b) 2.No
- c) 3.Don't know